

**PRESS ANNOUNCEMENT
FOR IMMEDIATE RELEASE**

**THE LICENSING AGENCY EXPANDS INTO TURKISH
MARKET WITH NEW PARTNERSHIP**

London, 6 July 2010. The Licensing Agency, Inc. (TLA) announced today its new partnership with the Turkish company Colorbar Media Services (Colorbar). Colorbar will bring TLA's range of services including TheFirstClub.com to one of the regions' largest and dynamic developing markets.

Based in Istanbul, Colorbar was founded in 2006 by a former television executive with over a decades experience in the Turkish television market. Having specialized in business development and content acquisition, Colorbar will be instrumental in implementing and localizing TLA's range of services.

Denis Hure, CEO of The Licensing Agency states: "This is a great opportunity to tap into one of the fastest growing markets in this industry. TLA will bring added services to a dynamic market, as we continue to add features and develop our services to be on pace with rapid advances in technology. We are excited to embark on a relationship with a well-rounded and progressive company such as Colorbar Media."

TheFirstClub.com is a versatile loyalty and rewards site where end-users can download music, PC games, mobile content and shortly digital magazines, movies, eBooks and audio books, in return for redeeming promotional vouchers granted by any Brand Partner. TheFirstClub.com has been specifically designed to enhance loyalty reward programs and sales promotions giving a unique access to the entertainment world on a global basis. The site can be completely customized for a Brand's needs and is currently translated into 14 languages including Turkish.

Alican Ayanlar, Managing Director of Colorbar: "We believe TLA's traditional delivery methods will continue to have a place in the market for some time. However as companies' promotion models and loyalty programs are further fine-tuned with the digital age, one can not overlook TheFirstClub.com's tremendous potential to transform the market. The versatility allowed by the end-user choosing their promotional content is the cornerstone of this unique model."

To know more about The Licensing Agency and its range of services please visit www.thelicensingagency.com.

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About The Licensing Agency (TLA)

Founded in 2002 by Jill Goldworn and Denis Huré, The Licensing Agency (TLA) is a leading provider of digital entertainment content. With over 30 years combined experience in the OEM and premium sales promotion industry, TLA provides Fortune 500 companies with digital design services, brand development and TV and video production as well as theatrical cinema release partnerships. TLA is the leading promotions specialist among major Hollywood studios, the recording industry and video game publishers, offering clients promotional products using cutting edge technology such as Blu-Ray, Flash memory, online and WAP. With headquarters in Dublin and offices in London, Paris, Hamburg, New York, and North of Los Angeles and with partnership representation in Turkey, Spain and Asia, TLA provides national, regional and global promotional

services to a wide range of clients including AT&T, BBDO, Sony Ericsson, Canon, and Reckitt Benckiser. TLA is working with major publishers such as Warner Bros, Universal, Sony Pictures, 20th Century Fox, MGM, EMI, Atari, Codemasters, Capcom, THQ, Ubisoft, Gameloft and many, many more.

More information on TLA and its services can be found by visiting www.thelicensingagency.com.