

## **THE *mary-kateandashley* BRAND AND ELK LIGHTING TO CREATE DESIGNER LIGHTING FOR THE ‘TWEEN MARKETPLACE**

***mary-kateandashley home* Lighting Product Plans National Rollout January 2007**

*NEW YORK, October xx, 2006* –Dualstar Entertainment Group today announced an agreement with ELK Lighting, Inc., a leading manufacturer of residential and commercial lighting, to manufacture a line of *mary-kateandashley* brand lighting. Products are expected to be introduced at the International Lighting & Accessories Show at the Dallas Market Center in January 2007. Well-known by the style and youthful appeal associated with the *mary-kateandashley* brand, the exclusive products will be available through fine lighting showrooms and retailers throughout North America.

The co-branded product is created by the award winning ELK Lighting design team under the design direction of Ashley Olsen and Mary-Kate Olsen. Taking advantage of the hottest trends in lighting today, an assortment of products has been designed; one series features smoked black glass with pink facets for the style savvy. Another collection highlights a traditional flair, offering antique white chandeliers with a mixture of pink and clear crystals accenting delicate pink roses. Additionally, a customizable “create-a-shade” line has been fashioned for the eclectic personality. This unique creation will allow the individual to select the color and pattern of the shade. The new line will be presented in a full range of styles, sizes, finishes and price points.

“We’re excited to expand the *mary-kateandashley home* collection with such a strong industry leader as ELK Lighting. Having successfully established a presence in the home category with furniture and area rugs, lighting is the next logical step for the *mary-kateandashley home* collection,” said Diane Reichenberger, Dualstar Chief Executive Officer

“Ashley and I recognize stylish lighting options for teens are hard to find,” said Mary-Kate Olsen. “Our new lighting collection is an extension of our home line which offers girls the opportunity to create a unique space of their own that is fun, sophisticated and feminine.”

“The designs Mary-Kate and I created with ELK Lighting and our design team are contemporary and classic,” Ashley Olsen said. “Mary-Kate and I are confident our partnership will provide the teen and ‘tween market with great new lighting options.”

“We are enthusiastic to be working with Ashley and Mary-Kate to design premium lighting targeting teens and ‘twins that will help fill a void that currently exists in the industry.” said Carre McConnon, Account Executive –Licensing Division of ELK Lighting, Inc.

**Dualstar Entertainment Group**, founded in 1993 to leverage the universal appeal of then-“Full House” stars Mary-Kate Olsen and Ashley Olsen, has evolved into a boutique global brand management company with offices in Culver City and New York. Corporate plans include management of existing brands as well as seeking out emerging labels and talent in the fashion and entertainment arenas. Ashley and Mary-Kate intend to work with a new fashion brand by investing in a designer and are developing their own contemporary brand which they will launch in 2007. Additionally, they plan to take a more active role in the film production division of Dualstar by purchasing and producing new properties. Dualstar’s *mary-kateandashley* brand is today the leader in affordable designer fashions for ‘tween girls (age 5-12). Augmenting its original focus on home video titles with books, music CDs, videogames and fashion dolls, Dualstar has subsequently expanded the *mary-kateandashley* brand into apparel, cosmetics, fragrances and home décor. Dualstar previously launched a broader lifestyle destination, *mary-kateandashley.com*, which aims to offer ‘twens and teens an upbeat community environment with features and advice on health, beauty, fashion, entertainment and the mind-body-soul connection. Dualstar Entertainment Group is the proud force behind 13-year-old actors’ Cole and Dylan Sprouse (*Big Daddy*, “Friends,” “The Suite Life of Zack & Cody”) *Sprouse Bros.* brand. The only young men’s lifestyle brand designed by boys for boys, the *Sprouse Bros.* brand is supported by Dylan and Cole’s strong fan base who view them as influencers in lifestyle and fashion choices. With a quarterly magazine (*Sprouse Bros. CODE*), online fan club and mobile content already in the market, the *Sprouse Bros.* brand is currently developing a young men’s grooming product line, DVD series, book series and working to secure a retail partnership for a fashion collection launching Fall 2007.

**ELK Lighting Inc.** ([www.elklighting.com](http://www.elklighting.com)) headquartered in Nesquehoning, Pennsylvania is a premier designer and importer of indoor and outdoor residential, designer and commercial lighting products. The company founded in 1983 markets over 2,000 products including grand chandeliers, mini-chandeliers, outdoor lighting, table and floor lamps, sconces, pendants, flush and semi-flush mounts, mirrors, vanity bath lights, switch-cover plates and decorative accessories. Products are marketed under ELK Lighting, Mountain Lake Lighting, Historic Royal Palaces, Biltmore Estates, and marketed to a network of lighting showrooms, electrical wholesale distributors, and specialty home improvement companies throughout North America. ELK Lighting is also a proud member of the American Lighting Association. For more information on ELK Lighting and its products, contact Carre McConnon at 800-613-3261 ext. 214 or [carre@elklighting.com](mailto:carre@elklighting.com).