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## UNKL© ANNOUNCES NEW TOY AND APPAREL DEALS WITH TOYNAMI AND FIFTH SUN

Exclusive Toys and New Prototypes to be Unveiled at  
San Diego Comic Con

Portland, OR (July 19, 2010) – UNKL©, the successful designer vinyl toy line known for characters such as UniPo™, HazMaPo™ and SUG™, has announced merchandising deals with Toynami and Fifth Sun for toy and sportswear products. The deals, which allow UNKL to expand into new categories and offer wider specialty distribution, were announced today by UNKL co-founder, Jason Bacon, and J.J. Ahearn, Managing Director, Licensing Street, the exclusive worldwide licensing agent for UNKL.

With the deal, Toynami becomes master toy licensee for UNKL. It will debut three new lines of toys at San Diego Comic Con on July 22-25 with characters that include Gastro-Normous™, the introductory character in the Dad Gummit Blobs™ line, which will be exclusively available for sale at Comic Con in limited edition quantities; SearchR™, a new entry in UNKL's popular SUG line; and Viking™, the premier release in the new Dreamers™ line.

Fifth Sun, which launched an apparel line at MAGIC in February, will be creating t-shirts and hoodies featuring characters from the UNKL universe.

"UNKL is really looking forward to working with such established partners as Toynami and Fifth Sun. The combination of their expertise and our combined creativity will create some amazing new products that continue to expand on UNKL as we know it, but more importantly, these partnerships will take the brand to some exciting new places," said Jason Bacon.

UNKL can be found at the Toynami booth, #3229, at San Diego Comic Con, July 22-25.

For further information on UNKL's licensing program, please contact:  
J.J. Ahearn at Licensing Street, LLC, JJ@LicensingStreet.com.

### About UNKL, LLC

UNKL was founded in 2003 by Derek Welch and Jason Bacon. Based in Portland, Oregon, the founders also own and operate Big-Giant, a full-service design studio whose clients include Nike, Dell and Starbucks. UNKL's mission is simple: to create original characters and products for aesthetic-minded people and to affect anything it finds interesting – from vinyl figures and other consumer products to television and movies. For more information: <http://www.unklbrand.com/>

### About Toynami, Inc.

Toynami is a manufacturer and distributor of toys and collectibles based in Van Nuys, California. Formed in 2000, Toynami has quickly made a name for itself as the home for high-quality, highly detailed toys based on some of today's hottest media licenses. With a dedicated in-house staff of designers, artists, sculptors and writers, and under the supervision of Toynami CEO and founder George Sohn, Toynami is poised to make an even bigger splash in 2010 and beyond.

### About Fifth Sun, Inc.

Fifth Sun is located in Chino, CA and has been a leading supplier of graphic apparel for the retail clothing industry for 15 years. They are nationally recognized as a progressive and creative supplier of trend-right and art intensive apparel for specialty, mass and mid-tier chains, as well as 3,500 independent accounts.

## About Licensing Street, LLC

Licensing Street, LLC was founded in 2009 by JJ Ahearn and Jason Korfine as a global licensing and management firm. The firm specializes in strategically developing licensed properties across all retail channels.