



Brands Unlimited Enlists World-Class Talent

CE and Licensing Specialist Taps Industry Veterans to Lead its Executive Lineup and Drive Continued Growth

Ridgefield, NJ – October xx, 2009 – **Brands Unlimited International, LLC**, a manufacturer specializing in consumer electronics and lifestyle products, has assembled a world-class team of CE, licensing, and branding experts to lead the company's expansion. Industry icon **William Lane**, formerly Chairman and Chief Executive Officer of Emerson Radio for 30 years, has been named President of Brands Unlimited and will oversee the newly-appointed executive team.

Serving alongside Lane is his son, **Jonathan Lane**, Chairman of Brands Unlimited and Chief Executive Officer of ElectroSound, a sister company of Brands Unlimited and a specialist in CE accessories.

"Brands Unlimited has assembled a superlative group of long-time industry professionals dedicated to building top-notch licensed electronics products for home, office, and personal use that are both affordable and fun to use," said Jonathan Lane. "Our strategy is to provide consumers with useful products featuring the world's most iconic and beloved brands such as M&M's to add value, function, and enjoyment to their lives."

Spearheading Brands Unlimited connection with retailers and consumers is **Rich Rahmlow**, Executive Vice President. A 27-year veteran of the CE and licensing industries, Rahmlow most recently served as Vice President and Managing Partner for Polyconcept USA. During his ten-year tenure at Polyconcept, Rahmlow was instrumental in the company's growth from \$4 million in annual sales to more than \$75 million. He brings to Brands Unlimited his strong relationships with retailers, manufacturers, licensors and other potential partners, keen understanding of the product development process, and unparalleled grasp of the licensing business.

Directing the company's sales team is **Jeff Colasante**, Vice President of Sales. Colasante is a career sales and operations executive with 25 years of experience in branded and private label products and all aspects of business and manufacturing operations, including production and costing, shipping and receiving, and human resources. Over the course of his career, Colasante has established successful relationships with such retailers as

JCPenney, Target, Sears, and Walmart. Prior to joining Brands Unlimited, Colasante was a Senior Vice President of Swimwear Any where Inc., the largest domestic manufacturer of women's swimwear in the world.

In addition to its newly-expanded U.S.-based team, Brands Unlimited has appointed **Jim Ha** as Director of Overseas Operations to manage the company's Asian business from its offices in China. Ha has more than 20 years of experience in engineering, factory logistics management, tooling, and manufacturing efficiencies. Before joining Brands Unlimited, he served as a consultant to the company and demonstrated his invaluable talents in his areas of expertise.

Brands Unlimited currently offers a confection of fun and functional gadgets featuring the beloved, world-famous M&M's brand candy characters produced under license from Mars, Inc. Currently, the line consists of 14 M&M's brands skus from Brands Unlimited, each value priced at under \$25. The 2009 lineup includes six FM Scan Radios, AM/FM Digital Alarm Clock Radio, AM/FM Shower Radio, an LED Desk Lamp, Goose Neck Lamp, Computer Light, Computer Fan, Computer Hub, and a Mug Warmer. The new characters-enhanced products will be followed up in 2010 with a dozen more mouth-watering M&M's items. Additional new licenses for other popular brands will be announced soon.

About Brands Unlimited International, LLC

Brands Unlimited is a family-run business led by William Lane, formerly CEO of Emerson Radio for 30 years; and Jonathan Lane, a CE veteran and CEO of consumer electronics accessories company, Electrosound, since 2000. The company specializes in licensed CE products, computer accessories, and lifestyle merchandise featuring iconic American brands. Brands Unlimited's first license is Mars, Inc.'s M&M's with other high-profile properties to follow.

#

Press contacts:

Grand Communications

Alison Grand

(212) 584-1133; alison@grandcommunications.com

Laura Liebeck

(845) 440-7974; laura@grandcommunications.com