## MARK BURNETT PRODUCTIONS AND BRAND CENTRAL LLC SEEK MERCHANDISE PARTNERS WITH PIRATE MASTER

Brand Central LLC has expanded its agency relationship with Mark Burnett Productions, Inc., the producers of the hit series Are You Smarter Than a 5th Grader?, Survivor and The Apprentice, to manage the licensing program for its newest series Pirate Master.

Pirate Master is a high stakes, high seas adventure in which sixteen individual pirates compete to find hidden treasure. This latest reality series from Mark Burnett Productions will air on CBS starting May 2007.

Mark Burnett Productions' Head of Development and Corporate Operations, Roy Bank said, "We have been working with Brand Central for years, since starting together on The Apprentice. That relationship has flourished with our recent shows, such as Are You Smarter Than A 5th Grader?, and we are excited to be working with them again on our new program, Pirate Master."

Ross Misher, CEO of Brand Central LLC, added "This show is ideal for extension into consumer products with its fun, unique game play and the pirates theme that is beloved by all generations. Brand Central is currently developing the licensing program, signing new licensees across all categories and we will be announcing a master toy partner in the next few weeks which will significantly drive this licensing program."

In addition to toys, Brand Central has begun developing partnerships across all key categories and Pirate Master will be an important initiative for the agency during Licensing International Expo in June. Pirate Master merchandise is projected to be at retail in the fourth quarter of this year.

## NEW MOTION, INC. ANNOUNCES NAME CHANGE, NEW TICKER SYMBOL "NWMO", AND REVERSE STOCK SPLIT

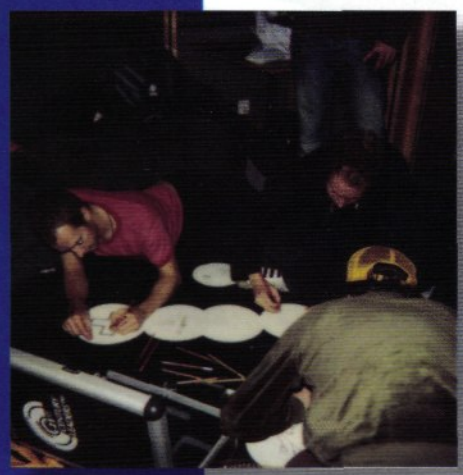
New Motion Inc., formerly MPLC, Inc. has announced that the name of the Company has been changed from MPLC, Inc. to New Motion, Inc. and that the Company completed a 1-for-300 reverse split of the Company's common stock. Concurrent with the reverse split, all classes of the Company preferred stock converted, on a mandatory basis, into shares of common stock. As a result of the reverse split and the conversion of preferred stock, as of May 3, 2007, the Company has approximately 11,680,000 shares of common stock issued and outstanding.

The post-reverse-stock-split common stock of the Company began trading May 3, 2007 on the NASD Over-The-Counter Bulletin Board under the new ticker symbol "NWMO".

## V.I.P. REPRESENTS 21ST CENTURY LEADERS

His Majesty, the Kind of Spain, Robbie Williams, Heidi Klum, George Clooney, Penelope Cruz, Donna Karan, Coldplay and over 400 more Century Leaders from politics, art, fashion, entertainment, sports and culture have gathered to support the licensing programme '21st Century Leaders'.

Charlotte di Vita, who was awarded the "Member of the British Empire" by Queen Elisabeth for her past charity work and who is the mastermind and driving force behind this programme, has appointed Hamburg-based V.I.P. Entertainment & Merchandising AG as its agency in the German speaking area.



For this licensing concept, all celebrities have created a piece of art (their Symbol of Hope) and a self portrait (stick person), accompanied by their Message of Hope and assigned the exclusive use to the 21st Century Leaders licensing programme. Along with the 700+ pieces of artwork the name, signature and picture of the celebrities can be used in promoting the products licensed, also on the Point-of-Sale.

Renown companies have already signed deals for this license, among them Eastpack (bags), Vans (shoes), Lee (shirts and jeans), Churchill (mugs and plates), Virgin Records (charity wrist bands), Volvic (mineral water on-pack promotion) and Dr. Hauschka (cosmetics). Uniclo, the Japanese apparel chain, sold all of its 430.000 T-Shirts (with 20 different artworks), 230, 000 of them alone during the first five weeks of the offer and Dr. Hauschka´s cosmetic gift set topped all comparable previous offers.

Michael A. Lou VIP´s Chief Executive Officer, is excited to have been awarded this representation. Based on his 27 years experience in the licensing industry, he is confident that the response to this licensing concept will be in line with the value it offers. "In fact, the licensee gets very individual artwork by international celebrities and can use even their names and pictures at a fraction of the price it would usually have to pay to take a license for one particular celebrity directly.". The net proceeds go to the charity nominated by the celebrities such as Unicef, Save the Children Foundation, Adopt a Minefield, Wateraid and International Red Cross.