



DIMENSIONAL BRANDING GROUP

San Francisco's Dimensional Branding Group will feature the PlayStation brand and first party software titles at this year's Licensing Show, the continuation of a program launched in time for last year's expo. The push includes merchandising efforts for game titles Little Big Planet, Ratchet & Clank, God of War, Resistance Fall of Man and Patapon into categories such as publishing, apparel, toys, home decor, and extreme sports.

DBG will also showcase novelty product Chia Pet, the parlor game Jenga, designer Masha D'yans, arcade game Skee-Ball, family financial fitness program Money Wizdom, and publishers Chronicle Books and Quirk Books. Quirk is publisher of *Pride & Prejudice & Zombies*.