

mary-kateandashley™ home essentials

FOR IMMEDIATE RELEASE

The NEW *mary-kateandashley home essentials* collection introduced at High Point Market

Los Angeles, CA, USA / Quebec City, QC, CAN – Feb. __, 2007: Dualstar Entertainment Group, the international corporate group wholly owned by designers and global fashion icons Ashley and Mary-Kate Olsen and the *mary-kateandashley* brand, working in partnership with major bedroom furniture manufacturer, AP Industries of Quebec, are launching a second line of signature home furniture for 'tweens and teens. Given the extremely positive response to the first collection launched two years ago, the new collection is sure to be a hit with retailers and consumers alike.

The new *mary-kateandashley* home essentials collection will be unveiled at the High Point International Market, in the A.P. Industries showroom 1021H – Hamilton wing, at the end of March 2007.

The collection features key and accent pieces including bed sizes from twin to queen, bunk beds, nightstands, armoires, computer desks, hutches, dressers, sweater chests with door, mirrors and much more! Each piece has distinctive design elements that can be customized, allowing consumers to create their own unique bedroom style through a variety of finishes and pieces.

The *mary-kateandashley* home essentials collection also provides safety features such as rounded top corners and side roller glides to keep drawers securely in place and provide easy and long-lasting operation. Each piece of furniture undergoes one of the most stringent quality inspections in the industry and meets all ISO 9001 standards.

"Mary-Kate and I have worked very closely with our executive designer and AP Industries to design a furniture collection with an elegant yet casual style. Mary-Kate and I love the mix of straight lines with gently curving shapes, and the fluted legs give an overall delicate feel to the items," says Ashley Olsen.

"Ashley and I recognize stylish furniture options for teens are hard to find," said Mary-Kate Olsen. "Our new furniture collection is consistent with our overall home line. We offer girls the opportunity to create a unique space of their own that is fun, sophisticated and feminine."

"This brand new collection has been specially designed to meet the needs of girls from 6-18 and beyond. Our wide selection of items and finishes allows girls to

express their individual style. The look combines refined elegance with a casual appearance and has universal appeal. We are extremely excited about the launch of this fresh, new collection," proudly states Daniel Benjamin, President of AP Industries.

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 Los Angeles 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 are developing their own contemporary brand which will launch late 2007, in addition to designing and overseeing their new high-end couture line, The Row. 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, in addition to digital media with the launch of *mary-kateandashley.com* and *shopmary-kateandashley.com*, the dedicated e-commerce site for the *mary-kateandashley* brand. Dualstar Entertainment Group is also the proud force behind 14-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 will launch a book series Summer 2007, a DVD Home Entertainment series announcement is imminent, and young men's grooming products and securing a retail partnership for a fashion collection launching Fall 2007 are in development.

AP Industries, founded in 1950 by Arthur Houde, is know today for "quality you can sleep on." AP Industries is a manufacturer of fine customized bedroom furniture designed for all age groups, from baby to adult, and adapted for every stage of growth, from kids to teens. Each piece of furniture is made from only the finest quality solid birch and richly grained birch wood veneer. AP Industries has earned its place as a major player in the bedroom furniture industry.

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