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DUALSTAR LANDS LIT LICENSE WITH SIMON SPOTLIGHT TO LAUNCH *SPROUSE BROS.* BOOK SERIES

Los Angeles (September 21, 2006) –Dualstar Entertainment Group today announced an initial licensing deal with Simon Spotlight, an imprint of Simon & Schuster Children’s Publishing, to publish a series of books with 14-year-old actors Dylan and Cole Sprouse (*The Suite Life of Zack and Cody*). Terms of the agreement were not disclosed.

The first books in the series will launch Summer 2007; Simon Spotlight has acquired North America rights for all channels of distribution. Simon Spotlight is an industry leader in publishing media tie-in titles from preschool through middle grades. Its properties include Nickelodeon’s *Dora the Explorer*, *SpongeBob SquarePants*, *The Backyardigans*, *Blue’s Clues*, and Mirage Studio’s *Teenage Mutant Ninja Turtles*.

“We are excited to expand the *Sprouse Bros.* brand through this book licensing agreement,” said Dualstar CEO Diane Reichenberger. “Simon & Schuster is a publishing powerhouse with global reach and an ideal partner to help us create a global lifestyle and entertainment brand for Dylan and Cole Sprouse.”

“It’s exciting to have a book series. My brother and I feel it’s really important for kids to read. Now we have a chance to create fun and interesting content kids can enjoy,” said Cole Sprouse. “Kids are all wrapped up in video games and computers, but reading is important. This opportunity will help create interesting books for them to read,” adds Dylan Sprouse.

“We are thrilled that Dylan and Cole have this opportunity with Simon & Schuster. Dylan and Cole enjoy working with children and this is an ideal way for them to create content for the younger audience,” notes Josh Werkman, Manager, Merimark Entertainment. “The book series will encourage children to read at an earlier age and keep them interested in reading. Since Dylan and Cole were very young, education and reading has always been a top priority with them. This is a perfect way for Dylan and Cole to influence other children in a positive way,” adds Werkman.

“We’re delighted to be publishing books with Dylan and Cole Sprouse. We feel there is a need in the market for books that will appeal to both boys and girls and we look forward to building a

partnership with the *Sprouse Bros.* brand and Dualstar to create an action packed series that deliver entertaining, exciting books to the Sprouse Brothers' growing fan base,” said Valerie Garfield, Vice President, Associate Publisher, Simon Spotlight.

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 Culver City 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. Mary-Kate and Ashley intend to work with a new fashion brand by investing in a designer and are developing their own contemporary brand which they will launch in 2007. 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. Dualstar previously launched a broader lifestyle destination, *mary-kateandashley.com*, which aims to offer ‘twens and teens an upbeat community environment with features and advice on health, beauty, fashion, entertainment and the mind-body-soul connection. Dualstar Entertainment Group is 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 is currently developing a young men’s grooming product line, DVD series and working to secure a retail partnership for a fashion collection launching Fall 2007.

Simon & Schuster Children's Publishing, one of the leading children's book publishers in the world, is comprised of the following imprints: Aladdin Paperbacks, Atheneum Books for Young Readers, Libros para niños, Little Simon®, Little Simon Inspirations(tm), Margaret K. McElderry Books, Simon & Schuster Books for Young Readers, Simon Pulse, Simon Scribbles, and Simon Spotlight®. While maintaining an extensive award-winning backlist, the division continues to publish acclaimed and best-selling books for children of all ages. In addition to numerous Caldecott, Newbery, and National Book Award winners, Simon & Schuster publishes such high-profile properties and series as *Eloise*, *Olivia*, *Raggedy Ann & Andy*(tm), *Henry & Mudge*®, *The Hardy Boys*®, *Nancy Drew*®, *The Spiderwick Chronicles*, Charles M. Schulz's *Peanuts*®, Nickelodeon's® *Dora the Explorer*®, *Blue's Clues*® and *SpongeBob SquarePants*®, and Mirage studios' *Teenage Mutant Ninja Turtles*(tm). For more information about Simon & Schuster Children's Publishing, visit our website at www.SimonSaysKids.com.

Simon & Schuster, a part of the CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children’s Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, and the United Kingdom. For more information, visit our website at www.simonsays.com

Dylan and Cole Sprouse began their acting career at six months, first sharing the role of Brett Butler's youngest son Patrick Kelly on five seasons of the popular ABC series "Grace Under Fire." Segueing to their first film role in Adam Sandler's 1999 box office smash *Big Daddy*, they jointly earned four nominations from the MTV Movie Awards, Blockbuster Entertainment Awards, Young Artist Awards and YoungStar Awards. Other films include Dana Carvey's *Master of Disguise* and voiceover roles in Adam Sandler's animated *Eight Crazy Nights*. Cole and Dylan also portrayed the role of Ross's son Ben Gellar in regular appearances on NBC's "Friends" and currently star together in The Disney Channel's "The Suite Life of Zack & Cody," the network's highest-rated show currently in its second season.

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