

## **Dimensional Branding Group Unveils New Suite of Services; Launches New Website, New Clients**

**San Francisco, CA** – June 6, 2011 - Dimensional Branding Group (DBG), a San Francisco bay area brand extension agency, has unveiled a new and expanded suite of client services, focusing on promotion and business development. In conjunction with this new initiative, DBG now represents Angry Birds (#1 App in the world) for promotional programs (not licensing) in North America and MINICLIP (global game publisher) for business development. DBG is launching its new motto, "taking brands to new dimensions", an updated logo and website June 12<sup>th</sup> to further illustrate the changing licensing industry.

DBG is an industry leader in digital brand licensing. Currently, its licensing clients; Skee-Ball, had the #3 best selling app in 2010, Jenga, with its top selling global phone & iPad app and interactive game leader PlayStation round out DBG's digital lineup.

Larry Seidman, CEO of DBG, believes that DBG's new company branding reflects today's digital business environment. "Technology has completely transformed the way people learn, socialize, and conduct business and that brands that embrace this new thinking and new patterns will thrive and grow. The rules and approaches for engaging and extending into new markets has changed and with it the metrics for measuring brand equity are now truly multi-dimensional".

"As an example, Skee-Ball was a traditional arcade brand three years ago," says John Leonhardt, President of DBG. "Today, it is a relevant brand because DBG digitally reinvented the IP to become one of the top ten game apps in the world for the past two year's and has expanded its brand reach through licensing [mobile, gaming (slots), promotion (lotto) and business development simultaneously".

### **About Dimensional Branding Group, LLC:**

The San Francisco Bay Area based Dimensional Branding Group (DBG) focuses on brand extension services including licensing, promotion & business development with a unique emphasis on strategic marketing. DBG specializes in developing toys & games, iconic brands and digital trademarks into entertainment placement and new extension markets. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and LittleBigPlanet, among others), Jenga, Skee-Ball, Chronicle Books, Quirk Books, Worst-Case Scenario, Angry Birds (for promotion in North America) and MiniClip for business development, Bob's Space Racers & the Professional Bowlers Association. [www.dimensionalbranding.com](http://www.dimensionalbranding.com)

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