



What do you Spaz about?

The Greatest and The Latest: Muhammad Ali Enterprises Signs Up With Spazzles™ Hat Accessories

Zeeland, Michigan (September 25, 2008) -- The greatest name in professional sports has joined forces with the latest name in wearable personal accessories. Spazzles, LLC, the Zeeland, Michigan-based business of wearable graphics and pop-culture statements, announced this week that it has entered into an official licensing agreement with Muhammad Ali Enterprises LLC.

"For a young company like ours, this is a pretty awesome validation," said Tasha Farmer, CEO of Spazzles. "We knew our product was unique, we knew it was fun, and we knew it would sell incredibly well, but this agreement is a huge honor for us. Muhammad Ali is one of the most beloved, most well-recognized names in popular American culture. He's beyond a legend, he's an icon."

Spazzles are fun, wearable statements that slide tightly onto ball caps, backpacks, purse straps, collars, lapels, nearly any place at all. Made from durable, polished brass, they are totally customizable, weather-proof and readable from a distance. There are no pins to mess with, making them ultra comfortable to wear. Featuring personal messages and licensed images, Spazzles are available in a wide variety of designs.

"We were impressed with the product, and we really liked the idea of adding it to our merchandise mix," said Deborah Seager, Director of Worldwide Licensing for Muhammad Ali Enterprises. "The quality is excellent, they're durable and they're eye-catching, but very affordable at the same time."

Spazzles will produce a full line of Ali-branded Spazzles, in a variety of colorful designs, which will be marketed on the Spazzles website, www.spazzles.com and eventually through select retailers. The first shipment of product designs is scheduled to be available in store and online as early as Thanksgiving.

About Spazzles!, LLC:

Spazzles! LLC is a Michigan limited liability company and creators of the unique, patented hat accessories of the same name. Spazzles are fun, wearable statements that slide tightly onto ball caps, backpacks, purse straps, collars, lapels, nearly any place at all. Made from durable, polished brass, they are totally customizable, weather-proof and readable from a distance. There are no pins to mess with, making them ultra comfortable to wear. Featuring personal messages and licensed images, Spazzles are available in a wide variety of designs.

About Muhammad Ali Enterprises LLC:

Muhammad Ali Enterprises LLC ("MAE") is a California limited liability company. MAE is aggressively involved in a worldwide licensing program, merchandising, television, film, video and Internet projects. For more information on MAE, visit www.Ali.com. MAE is a subsidiary of CKX, Inc., a publicly traded company listed on the NASDAQ National Market® under the ticker symbol "CKXE." Also visit www.ckx.com.