



What do you Spaz about?

CBS Consumer Products Give A Wink And A Nod To Spazzles!™ Hat Accessories.

Zeeland, Michigan (January 20, 2009) -- Some of America's all-time favorite television characters will soon be appearing on a hat, a handbag or a backpack near you. Spazzles! LLC, the Zeeland, Michigan, based creators of wearable accessories featuring bold graphics and pop-culture statements, announced this week that it has entered into an official licensing agreement with CBS Consumer Products.

According to the terms of the agreement, Spazzles! will work directly with CBS Consumer Products' in-house creative staff to design and produce a unique line of CBS-branded Spazzles! starring characters from 10 licensed properties, including: "The Andy Griffith Show," "The Brady Bunch," "The Beverly Hillbillies," "Cheers," "Hogan's Heroes," "Happy Days," "I Love Lucy," "Beverly Hills, 90210," "Gunsmoke" and "Mighty Mouse."

"Spazzles are wearable statements that allow you to express yourself anywhere, anytime. They're fun, colorful and easy to read unlike traditional hat pins, plus they simply slide off and on, no pins or holes to deal with," said Tasha Farmer, CEO of Spazzles!. "This new agreement with CBS allowing us to feature some of the country's most iconic and well-loved television characters means they're really going to get noticed. I mean, who didn't love 'The Brady Bunch'?"

"You grew up loving these characters," said Farmer. "You feel like you know them. The fact that you get to continue that relationship as an adult is pretty cool. We're very excited at Spazzles."

About Spazzles!

Spazzles! LLC is a Michigan limited liability company and manufacturers of the unique, patented hat accessories of the same name. Spazzles are fun, wearable statements that slide tightly onto ball caps, backpacks, pockets, collars, lapels, nearly anyplace at all. Made from durable, polished brass, they are totally customizable, weatherproof, and can be seen 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 variety of designs. To learn more, visit www.spazzles.com.

About CBS Consumer Products

CBS Consumer Products, a unit of CBS Entertainment, manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Paramount Network Television and CBS Television Distribution, as well as from the company's extensive library of titles. Additionally, the group oversees the CBS Retail Store and online sales of programming merchandise. For more information, visit <http://www.cbs.com/>.

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