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Press release

Licensing Partnership Makes Perfect Horse Sense

Tony Curtis tapped to launch The Trail of Painted Ponies' new *Celebrity Collection*

Las Vegas, NV, November 09, 2009 – The Tony Curtis licensing program and *The Trail of Painted Ponies* partner to launch The Trail of Painted Ponies' new *Celebrity Collection* featuring collectible *Painted Ponies* figurines created by celebrity artists.

The Trail of Painted Ponies, one of the premier fine art and collectibles companies in the world, is passionately focused on crafting quality merchandise that pays tribute to the beauty and majesty of the horse. Their new *Celebrity Collection* will feature *Painted Ponies* figurines painted by celebrity artists.

"We are thrilled to partner with American screen icon and visual artist Tony Curtis for the launch of our new *Celebrity Collection Painted Ponies*. Tony Curtis is an extraordinary and inspirational talent and we are deeply impressed with the charitable component of the Tony Curtis licensing program," says Karlynn Keyes, President, The Trail of Painted Ponies. A portion of all proceeds generated from the Tony Curtis licensing program are donated to non-profit Shiloh Horse Rescue and Sanctuary founded by Tony and Jill Curtis. "Shiloh Horse Rescue and Sanctuary is a highly respected organization which provides quality lifetime care for horses rescued from abuse, neglect and slaughter," adds Keyes.

Tony Curtis's life size *Painted Pony* will inspire a smaller collectible figurine to debut as the collectible product in The Trail of Painted Ponies *Celebrity Collection*. The life size *Painted Pony* will be unveiled and exhibited at the Shiloh Horse Rescue and Sanctuary in Nevada. The collectible figurine will begin retailing during the first quarter of 2010.

"I am devoted to art and to the mission of Shiloh Horse Sanctuary and am excited and honored to begin work on such a unique project. This will be one *Tony Pony*," declares the legendary Tony Curtis.

The partnership was brokered by Fame Farm Licensing and Marketing Firm representing the Tony Curtis licensing program.

The **Tony Curtis** licensing program celebrates and promotes the *Art of Hollywood* and is characterized by the spirit of classic Hollywood, dashing movie stars, debonair entertainers and dazzling artwork embodying passion and delight. The brand's charitable component (Shiloh Horse Rescue and Sanctuary) exemplifies the star's generous nature and altruism. www.TonyCurtis.com

The Trail of Painted Ponies is one of the premier fine art and collectibles companies in the world, crafting quality collectibles and merchandise that pay tribute to the beauty and majesty of the horse and the time honored tradition of storytelling. One of the most beloved collectibles in America, these miniature works of art are prized by collectors who appreciate artistry and fine craftsmanship. www.TrailofPaintedPonies.com

Shiloh Horse Rescue and Sanctuary is a federally recognized 501(c)(3) non-profit organization founded by Tony Curtis and his wife Jill Curtis. Shiloh Horse Rescue and Sanctuary rescues, rehabilitates and cares for abused, unwanted, neglected and slaughter-bound horses of all types. Shiloh has rescued and rehabilitated over 400 horses and is located on 40 acres in Sandy Valley, Nevada. www.ShilohHorseRescue.com

Fame Farm is a full-service licensing agency and marketing firm representing entertainers, artists, personalities and brands. Fame Farm develops and executes strategic and innovative applications designed to secure brand extension, brand license acquisition and tactical marketing partnerships. www.FameFarm.com



From The Trail of Painted Ponies *Celebrity Collection*, collectible figurine painted by American screen legend & visual artist Tony Curtis.