

FOR IMMEDIATE RELEASE

WOOKY AND PARIS HILTON TO LAUNCH NEW CRAFT LINES

Inspired by Paris Hilton, The Creativity Collection™ Craft Lines to be Unveiled at the Craft & Hobby Association Winter Show January 25, 2009

MONTREAL (January 13, 2009) Wooky Entertainment a leading provider of art & craft products for the tween and teen market, today announced a worldwide licensing agreement with Paris Hilton Entertainment to establish Paris Hilton The Creativity Collection™, a multi-faceted line of fashion crafting kits from some of the most popular craft segments including scrapbooking, jewelry making and fabric embellishment. Paris Hilton The Creativity Collection™ will be formally unveiled by Paris Hilton at the CHA Winter Show, on January 25, 2009 in Anaheim, California.

The Paris Hilton, The Creativity Collection™ includes the following:

- The designer Scrapbooking kit provides high-fashion albums, designer papers both inspired by and featuring Paris, hot theme packs with edgy backgrounds, rhinestones and a broad selection of embellishments for added “bling.”
- The Fabric Embellishment kit include fashion iron-on sets with rhinestones, fashionable embroideries, appliqués, and printed and foiled graphic transfers needed to create personalized style on any piece of clothing or fabric.
- Fashion Creative Sets create fashion jewelry and accessories. The Fashion Creative Sets include all necessary components, tools and instructions for creating “hot” jewelry pieces inspired by celebrity icons like Paris.

To learn more about pricing and availability, or more information about the upcoming Paris Hilton, The Creativity Collection™ please visit www.wookyentertainment.com

“Paris Hilton Entertainment is pleased to be partnering with Wooky Entertainment to launch Paris Hilton, The Creativity Collection,” explained Ami Manning, Paris Hilton’s Business Manager. “These fashion kits reinforce playful creativity and personal style. Sharing these ideals with young women through crafting can encourage aspirations of all sizes through creativity.”

“We are very excited to be working with Paris to create this new product line for the sophisticated, well-informed, creative young lady who wants the hottest fashions and has the drive and sense of style to create them herself,” explained Kevin Richer, President of Wooky Entertainment. “Combing the merits of a Paris Hilton - celebrity icon and entrepreneur, with an incredible product, and a \$30 billion U.S. craft market and we are well poised for success.”

ABOUT PARIS HILTON ENTERTAINMENT

Founded in 2006, Paris Hilton Entertainment, based in Beverly Hills, California, was established to leverage the appeal and talents of Paris Hilton, designer, recording, artist, actress, model, and author. The company manages all brand licensing, entertainment, and endorsement deals for Paris Hilton. Specifically, Paris Hilton Entertainment focuses on the development of Paris Hilton-branded fashion, beauty, and lifestyle products, as well as her ventures in film, television and music.

ABOUT WOOKY ENTERTAINMENT

Wooky Entertainment is based in Montreal, Quebec, Canada and is a leading producer of arts & crafts for the tween and teen market. Their product lines include the fashion craft lines of Style Me Up!™ www.stylemeup.com and Paris Hilton the Creativity Collection™ www.pariscreativity.com. Wooky products validate the tween drive for independence by providing young girls with a creative outlet and the tools needed to create stylish, individualized fashions on clothing, scrapbooks, jewelry and more.