



PRESS RELEASE

BLONDICAPPED™ BOUTIQUE OPENS ONLINE

DALLAS, TX—March 19, 2003—Blon D Media, LLC, is proud to announce the launch of its new online store (www.blondicapped.com) featuring their highly anticipated “Blondicapped™” line of apparel and novelty merchandise.

Blondicapped™ celebrates all that is blonde. It is a social statement that acknowledges the unique humor and fun associated with being a blonde, or knowing one.

From Aphrodite to Barbie, Marilyn Monroe to Madonna, the mystique of the blonde has persisted through time and become a paradox of modern pop-culture— On the one hand, blondes seem to enjoy special privileges and status in our society; yet, at the same time, there persists the myth of the “ditz blonde.” Whichever way you look at it, for good or for bad, one thing is for certain— it’s safe to say that the whole world seems to be preoccupied with blondes—to the point where we’ve all become a little bit “Blondicapped™!”

Blon D Media, LLC is a newly developed company built on the creative ideas and artistry of its three owners, Clovis Steib, Betsy Brewer and Dienna Sanders. Founded in 2002, Blon D Media, LLC has created and trademarked several “Blondi” product lines of imprinted novelty goods. These include both soft and hard-line products. Products range from clever key chains and bumper stickers to fashionable t-shirts, pants, hats and apparel. The mainstay of the Blondi product lines is their premier line — Blondicapped™.

In addition to its online store, Blon D Media’s Blondicapped™ line of merchandise can also be purchased nationwide, starting in April, at all *Spencer Gifts* locations.

When asked how he thought their new product line would be received by consumers, Blon D Media co-founder, Clovis Steib, answered, “We believe we have coined a single word that touches a chord with our target demographic. Blondicapped™ describes and defines the essence of the ‘blonde phenomenon’ in a humorous, good-natured and novel way. We are confident that the buzz generated by our product line has the potential of catapulting the term Blondicapped™ to ‘household word’ status.”

Blon D Media partners, Betsy Brewer and Dienna Sanders, added, “We are extremely excited at the prospect of now being able to make our complete line of products available to our broad client base of blondes and their admirers via the internet. With the e-commerce expansion of our blondicapped.com website, consumers and retailers alike can now purchase the latest Blondicapped™ fashions and merchandise direct from Blon D Media.”

For more information on the Blondicapped™ product line and its parent company Blon D Media, LLC contact Dienna Sanders, (214) 529-2252 (email: dienna@blondicapped.com).

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