



NEVER KISS A FROG

One giant LEAP for womankind!

Are you dating a FROG?



The Really-Nice-Guy-But-Bad-Kisser Frog

THE BRAND

NEVER KISS A FROG – it's hip, it's funny, and it's fresh! This unique collection of art and clever captions is derived from Marilyn Anderson's hilarious relationship book, *NEVER KISS A FROG: A Girl's Guide to Creatures from the Dating Swamp*. Women everywhere relate to the amusing Frogs that depict the men they've dated. Consumers of all ages will *toadally* love these warm and witty designs. Watch **NEVER KISS A FROG** leap into the marketplace and into people's hearts!

UNIQUE SELLING POINTS

An established market already exists – for centuries millions of women have heard the myth: "You have to kiss a lot of frogs before you find a prince."

NEVER KISS A FROG shows women the Frogs **NOT** to kiss!

20 original, adorable Frogs that can be used with or without their captions. Additional frogs to be added periodically and seasonally.

Author and creator, Marilyn Anderson appeared on over 120 radio & TV shows and was the Dating, Flirting & Kissing Coach on ABC's Extreme Makeover. She has written humor articles for newspapers & magazines nationwide and is an award-winning writer for TV & film. Her book is published in 10 countries.

CHARACTERISTICS

Funny Smart Edgy Playful Stylish Relatable

It ain't just hip – it HOPS!

www.neverkissafrog.com

TARGET MARKET

Women in their 20's, 30's, and 40's; Tweens, teens and college students; Kids: a line of "Little FrogFellas" Frog lovers and gift givers.

PRODUCT CATEGORIES

Sportswear, loungewear, lingerie, T-shirts, tote bags, handbags, cosmetic bags, footwear, jewelry, stationery, greeting cards, notebooks, calendars, stickers, ceramics, linens, clocks, home & office decor, gifts & novelties. Toys & Plush: Frog characters accompanied by a card with their own distinctive "Wart Warning."



The Obsessed-with-his-Body Frog



Count Frogula
Any guy who drains the life out of you... sucks!



Smokin' and Croakin'



Sir Frogalot



The Bully Frog



The GodFrogger
If he's a wiseguy, be a wise girl - Froggedaboutit!

Full style guide available.

Licensees and Licensing Agents are invited to contact Marilyn Anderson: 310.502.4047, marilyn@neverkissafrog.com or Dennis L Lanning: 310.386.3167, dennis@neverkissafrog.com, FrogMark Ink, 12021 Wilshire Blvd. Ste. 909, Los Angeles, CA 90025