

# NEVED MSSA FROG

### One giant LEAP for womankind!

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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!

#### 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."

#### 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."

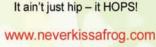
NEVER KISS A FROG shows women the Frogs NOT to kiss!

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

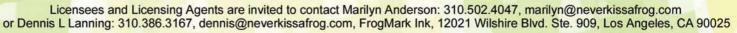






Froquedaboudit!

Full style guide available.



Any guy who drains the life out of you.



















The Obsessed-with-his-Body Frog

If he's a wisequy, be a wise girl -