



CALLAWAY

ARTS & ENTERTAINMENT

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FOR IMMEDIATE RELEASE

CALLAWAY ARTS & ENTERTAINMENT PROUDLY ANNOUNCES THE APPOINTMENT OF JOHN LEE AS CHIEF EXECUTIVE OFFICER

Proven children's products branding expert tapped to grow Callaway Arts & Entertainment

NEW YORK (February 1, 2009) Callaway Arts & Entertainment, a leading creator and producer of cross-platform family entertainment properties, has announced the appointment of John W. Lee II as chief executive officer. Teaming up with Nicholas Callaway, founder and president of Callaway Arts & Entertainment, Lee will work to expand the company's existing story and art-based brand assets across all media in the United States and internationally.

Launched in 1980, Callaway Arts & Entertainment has shown remarkable success in book publishing, television, and consumer products. With the addition of Lee, the organization will look to expand its business into virtual worlds and other new media. As part of his role, Lee plans to further develop the company's very successful brand, Sunny Patch, and forge new partnerships for the company. In his short time with the company, Lee has already been instrumental in creating a partnership between Callaway Arts & Entertainment and top independent toy company, Melissa and Doug.

"We're delighted to have someone of John's caliber join the Callaway Arts & Entertainment team", said Callaway. "His extensive industry background, and track record of success over a career spanning more than 30 years, is extremely impressive and will enable us to take Callaway Arts & Entertainment to a new level of excellence."

Prior to joining Callaway Arts & Entertainment, Lee was part of the team that created the Ready-to-Learn Partnership, which developed the extremely successful literacy-based children's program, WordWorld™. Before WordWorld, Lee served as founder and president of Learning Curve Brands, where he developed brands such as the Lamaze® Development System and Thomas and Friends™ Wooden Railway Line. He is co-founder of Playing for Keeps, a national not-for-profit organization that promotes the importance of unstructured play, and has been awarded the Toy Industry Achievement Award for Brand Builder and 2005 Lifetime Achievement Award by the American Specialty Toy Retailing Association. In addition to his role with Callaway Arts & Entertainment, Lee will remain a business and brand development advisor for WordWorld as well as retain his seat on the organization's board.

“Callaway Arts & Entertainment has created and developed a treasure trove of fun, playful, high-quality brands,” said Lee. “I am looking forward to expanding those brands and uncovering untapped opportunities within the company and am thrilled to be working with Nick and the brilliantly talented team that he assembled on building Callaway Arts & Entertainment’s future.”

To date, one of Callaway Arts & Entertainment’s most successful brands is Sunny Patch, a family lifestyle brand targeted to kids three to eight years old. Based on author David Kirk’s best-selling *Miss Spider* series of books, the Sunny Patch brand includes consumer-products partnerships with Target stores nationwide and top independent toy company, Melissa & Doug. Since its inception in 2003, Sunny Patch products have sold more than \$65 million units across 700 products.

Most recently, Callaway Arts & Entertainment announced its collaboration with *The New York Times* to release *OBAMA: The Historic Journey*, a new ground-breaking book to be released on Presidents’ Day 2009 (February 16, 2009). Covering President-elect Barack Obama’s life from childhood through his inauguration as the 44th President of the United States, the forthcoming book will be the most comprehensive and thorough chronicle of Obama’s life in words and pictures.

About Callaway Arts & Entertainment

Callaway Arts & Entertainment (www.callaway.com) is a leading creator and producer of branded entertainment and literary properties across all media, including book publishing, computer animation, and family lifestyle products. Founded by Nicolas Callaway in 1980, the book division has published some of the most highly acclaimed illustrated books of our time, including Madonna’s *The English Roses*, Georgia O’Keeffe’s *One Hundred Flowers*, Irving Penn’s *Passage*, and David Kirk’s *Miss Spider Series*.

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