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BUILDING Q AND FRANKFORD CHOCOLATE & CANDY COMPANY
EXTEND THEIR PARTNERSHIP THROUGH 2011

Five year contract represents a long-term commitment in 'short horizon' industry

MEDFORD, NJ - Building Q, a leading licensing and marketing consulting firm based in suburban Philadelphia, today announced that it has extended its nearly decade-long relationship with Frankford Chocolate & Candy for another five years.

The agreement comes on the heels of a five year streak during which Frankford has taken the lead as the largest and most diverse marketer of licensed confections in the \$26.3 billion confectionary industry. The company's product lines feature a myriad of licensed characters and images including Care Bears, Curious George, Dora the Explorer, Holly Hobbie, Nickelodeon, Wonder Ball, World Poker Tour and many more.

Building Q and Frankford began working together in 1997 when Frankford was seeking to shift its business from primarily seasonal merchandise to a balance of seasonal and year-round product lines. Together the two companies plotted a strategy to do just that by building candy lines around classic licensed images such as Barbie and Hot Wheels.

According to Stuart Selarnick, CEO of Frankford, Frankford has experienced double-digit growth every year since 2000. Selarnick considers Frankford's success in licensing one of the primary reasons that his company has continued to grow.

"Working with licensed images requires clear vision and great timing because you have to forecast what will be popular one, two or three years down the road. It comes down to having the right brands at the right moments, and Building Q makes that possible every day. They

know our business so well that they have become an almost seamless part of the Frankford team."

In 2000, Frankford (with Building Q's guidance) won the rights to produce a Rugrats- themed candy tin. During the next two years, Building Q parlayed that single SKU into a multi-SKU, multi-property program. Today Frankford is working hand-in-hand with Nickelodeon to introduce some sweet alternatives –which include healthier items – into its seasonal programs.

"Our experience with Frankford really highlights how licensing can change the course of a company," said Woody Browne, managing partner, Building Q. "From the beginning the goal was to attract 'world class' icons. This approach to licensing has opened doors for Frankford, first to compete against the 'majors' and then to become one. It is a business almost completely based on relationships, and we have really been able to revel together in the growth Frankford has seen in the last nine years."

Success has meant changes for Frankford. The company recently consolidated three smaller manufacturing facilities into one 500,000 square foot state-of-the-art manufacturing, warehouse and distribution facility in Northeast Philadelphia in response to that growth.

The five year agreement is highly unusual in the licensing industry, where most representation contracts span one year, sometimes two.

"When short horizon deals are the norm, a five year agreement really stands out," said Charles Riotto, president of LIMA, the licensing industry's major trade association. "It really underscores the partnership between Building Q and Frankford."

About Frankford Chocolate & Candy Company

For almost 60 years, Frankford has supplied America's largest retailers with a broad range of confectionery products, marketing under some of America's best loved brands and children's characters, and across a broad range of confectionery segments, both Everyday and Seasonal. Headquartered in Philadelphia, the company produces highly automated chocolate products at its main plant in that city and is complimented by a global network of co-manufacturing partners from all over the world. For more information, visit www.frankfordcandy.com.

About Building Q

Building Q, established by Woody Browne in 1992, is headquartered in Medford, New Jersey with offices in Manhattan and Chicago. The company specializes in building successful marketing programs for its clients by developing long-term licensing strategies that repeatedly match clients with winning licensed properties. During the last decade the firm has secured a broad spectrum of licenses

(including household names from Barbie, Care Bears and Coca-Cola to Orange County Choppers, Power Rangers, Scooby-Doo and Star Wars) to provide a competitive edge for its clients.

Building Q's clients span a wide variety of industries and include Basic Fun, Cadaco, Comic Images, Eternal Image, Frankford Candy & Chocolate Company, Fibre-Craft, Innovative Designs, Modern Publishing, ODM and Pugster Jewelry, among others. For more information and a complete client list, visit www.buildingq.com or call 609/975-6040.

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