



Urban Fish Design™

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FOR IMMEDIATE RELEASE

URBAN FISH DESIGN™ to exhibit at Licensing International Expo for fourth consecutive year, Art & Design Booth #5301, June 14 – 16 at the Mandalay Bay Convention Center in Las Vegas, NV.

San Diego, CA (June 10, 2011) Just back from an exciting debut at Surtex, Urban Fish Design™ set to reveal new characters and patterns at Licensing International Expo. Urban Fish Design™ Owner/Designer Rebecca Berenson is energized from her experience at Surtex and ready for Licensing International Expo. "It's been a whirlwind few weeks", Berenson said.

Surtex brought a broad range of interest by manufactures of pet products, baking products, paper products, children's pajamas and handbags. The follow-up continues and the benefit of multiple show experiences is the momentum, "I've slowly built up from one show per year, to two, and now three", Berenson said.

The Urban Fish Design™ booth will be dominated with Berenson's illustrated characters and coordinating patterns. The character collections are the return of the irreverent Wynona Urban Fish™, and the debut of the retro-infused "Artsy Girls". Also to be displayed are the "Dragon Wagons", "Chirp", "Angels", "Doodles", and holiday themed collections for Christmas, Halloween and Valentines Day. "I feel this is a well rounded display of the growing line of characters and patterns I have designed", said Berenson.

Urban Fish Design™ now boasts 15 new pattern collections, 100 individual patterns, 200 hand-drawn "doodles", and over 30 "icons" and characters. From the initial inspiration of Wynona Urban Fish™, Berenson's inventory of work has grown exponentially. "This is my fourth time at Licensing since I launched Urban Fish Design there in 2008", Berenson said.

Urban Fish Design™ continues to donate a percentage of profits to ALS research and remains committed to its growing philanthropic roots. "Every licensing agreement adds to the dollar value we donate to ALS research, helping to fulfill the commitment I have made to help find a cure for this terrible disease," Berenson said, who lost her mother Cecile to the disease in 2004.

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