

THE MERCHANDISE COMPANY

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THE MERCHANDISE COMPANY AND THE RAD GIRLS JOIN FORCES

Long Beach, CA / January, 2010 – The Merchandise Company has entered into a long term contract with The Rad Girls and will launch an all new Rad Girls fashion line in early 2010. The new Rad Girls fashion line will premier at The Roxy in Hollywood on January 27th as part of the celebration for the February 9th release of *Rad Girls: Rad to the Bone*, the MavTV Season Two DVD and the upcoming premier of Season Three on MavTV.

Audra “Darling Clementine” Clemons, Lindsay “Munchie” Morrison, and Ramona Ca\$h, collectively known as The Rad Girls, are out to prove that women can be just as fun, funny, and functionally retarded as the boys, and look good in the process. It doesn't hurt that these lady pranksters are cute, feminine, sexy, naughty, and have a unique style all their own.

Rad Girls is a TV show based on the brash, bold antics of three California girls and their equally daring friends. They challenge convictions by simply disregarding them, turning heads and wreaking havoc everywhere they go.

Rad Girls was a highly rated success on the FUSE TV network and the episodes from season one continue to air there. Season 3 will air exclusively on MavTV, with eight new episodes in production this summer being taped in full high definition. The new season premieres in January 2010.

“We are thrilled to get to work with such a creative, innovative and driven team. This is all very exciting and wonderful. Can't wait to rock it out in 2010! Woo Hooo!!” – The Rad Girls

The Merchandise Company and The Rad Girls collaboration will see the launch and development of a brand new line of clothing items and accessories designed specifically for women who are inspired by them and for men who want to be with them.

“The Merchandise Company is thrilled to be in league with The Rad Girls and excited about the prospect of building up their new fashion line in 2010. The Rad Girls totally rock!” – TMC

For additional information on The Rad Girls visit www.radgirls.tv/radgirls or www.myspace.com/radgirls. For more information on Rad Girls TV check out www.mavtv.com. For additional Rad Girls licensing information contact Jim Bell at Fog Studios Licensing: jim.bell@fogstudios.com

For additional information on The Merchandise Company visit us online at www.themerchandisecompany.com or see products at <http://themerchandisecompany.logomall.com>.

The Merchandise Company: TMC offers trend-forward in-house fashion and merchandise product design, marketing services and full manufacturing capabilities domestically and abroad. Our services include merchandise event management, warehousing, support services, wholesale distribution, global professional distribution, full online store management and fulfillment services; in short, everything you need to create proprietary product lines, build unique brands and promote your event, company, music or cause.

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