



FOR IMMEDIATE RELEASE

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**KN Karen Neuburger Selects Girlpower Marketing To Support
National Public Relations Initiatives**

*Marketing-to-Women Specialty Firm Chosen to Support Programs for KN Karen
Neuburger® Lifestyle Brands*

NEWPORT BEACH, Calif. (September 30, 2007) – The KN Karen Neuburger® lifestyle brand and parent company, KN Ltd. has selected Girlpower Marketing (www.girlpowermarketing.com) to develop and manage public relations and influencer programs for its lifestyle brands. The account will be based in the agency's Orange County office, headed by Linda Landers, founder of Girlpower Marketing.

The KN Karen Neuburger brand is best known for sleepwear and pajamas showcased by Oprah as one of her “favorite things.” Today, the San Rafael, California-based brand's signature softness and quality can be experienced in heritage sleepwear and loungewear for the whole family, paper goods, crafting and memory products, sportswear and accessories, home collection, furnishings and décor.

Girlpower Marketing will develop the brand's influencer communications program, as well as support the brand's national Books at Bedtime initiative with First Book, a non-profit children's literacy organization that provides new books to children from low-income families. The Books at Bedtime program teams KN Karen Neuburger with children's author Laura Numeroff (*If You Give a Mouse a Cookie* and the *If You Give ...*™ book series, illustrated by Felicia Bond) in a series of events throughout November and December in retail stores across the country.

“The firm's extensive experience in marketing to women is what attracted us to Girlpower Marketing,” said Lisa Bazinet, Vice President of Marketing for KN Ltd.

“KN Karen Neuburger is a dynamic brand, and its focus on cause-related marketing and peer-to-peer outreach is a great fit for our company's expertise,” said Girlpower

Marketing founder Linda Landers. “We’re delighted to add this company to our growing roster of clients.”

About KN Karen Neuburger® (KN Ltd.)

The KN Karen Neuburger lifestyle brand is synonymous with comfort-inspired fashion and home merchandise. The brand’s signature softness and quality can be experienced in heritage sleepwear and loungewear for the whole family, paper goods, crafting and memory products, sportswear and accessories, home collection, furnishings and décor. KN and KN Luxury Home™ products can be found in department stores, specialty stores and online at www.karenneuburger.com.

About Girlpower Marketing

Girlpower Marketing is a boutique marketing and communications firm that specializes in helping clients tap the \$5 trillion women’s market by building stronger brand relationships with women at their various life stages. The consultancy provides a broad spectrum of PR and marketing communications services, including strategic planning and brand positioning, influencer marketing, new product launches, marketing-to-women counsel, media relations, media and presentation training, special events and promotions, Web site audits/content development, strategic alliances, and marketing collateral.

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