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Newest License for The Trail of Painted Ponies 'Spirited Jewelry' Launched by Pacific Silver, Inc. at Atlanta Gift Show

Atlanta, GA- The Trail of Painted Ponies™ (TOPP) began in Santa Fe as an exciting public art project that invited the best artists in the Southwest to explore the creative possibilities of the horse as a canvas. The dazzling results were heralded in the national media and led to a licensed line of collectible figurines, inspired by the original Painted Ponies that have taken the country by storm.

To celebrate the introduction of the brand's newest license for jewelry, **Rod Barker, CEO of TOPP** and best selling author, made a personal appearance at **Fox Premier Showroom** on Saturday, January 14th. Buyers lined up to receive one of 200 hardbound copies given away of *The Trail of Painted Ponies, Collectors Edition* and chat with Barker who personalized each book.

Pacific Silver, Inc., a 15 year old manufacturer of fashion and silver jewelry based in Port Orchard, WA, is the newest company to license the artistic pony images. **National Sales Director Joseph Samulis** introduced the line of 'Spirited Jewelry' in Atlanta and sponsored the event. The launch generated excitement throughout the showroom with Fox's sales team each sporting a crystal detailed Pony pin/pendant. The reps learned the story behind the original version of the miniature work of art and shared it with their buyers, many of them already familiar with the collectibles. The jewelry line also includes a mix and match group of crystal pave pony charms in jewel colors on earrings, necklaces and bracelets in both silver and gold tones. Suggested retail price is \$9.95 to \$24.95

The collection is beautifully merchandised on two sizes of custom designed birch spinners, which are included free with the order of a pre-pack. A third program offers a corrugated pegged easel POP featuring twelve different Painted Pony pin/pendants. Each Pony comes with a story card, on a braided black leather cord with adjustable chain and lobster clasp as well as a brooch closure option. Full color hang cards, display signage, shelf talkers and other support items for retailers are also provided by Pacific Silver.

Copy for Photo Images included on disc: *please see attached thumbnail page*

Atlanta 1: The 'TOPP Spirited Jewelry' launch team with line in the Fox Premier Showroom.

(From left) Karlynn Keyes, Design and Marketing Director and Rod Barker, CEO, for The Trail of the Painted Ponies; Steve Helveston, President Fox Premier Showroom; Joseph Samulis, National Sales Director and Beverly Erickson-Stokes from Pacific Silver, Inc.; Gillian Zed, Principal of The Product Rocket, creative marketing agency handling launch.

Atlanta 4: Rod Barker, CEO of TOPP signs copies of *The Trail of Painted Ponies, Collectors Edition* for buyers at Fox Premier Showroom, January 2006 Atlanta Gift Show.

Girl Images/Composed: Full color fashion photo with brand logo and tag line

Girl Images/Plain: Full color fashion photo in editorial format

Product Images: #8551/55/57/64/67

The line includes a mix and match group of jeweled colored crystal pave pony charms on earrings, necklaces and bracelets in both silver and gold tones. Suggested Retail Price is \$9.95 to \$24.95.

Product Images: 'WarPonyOnCord.tif'

12 New crystal accented Painted Pony pin/pendants come on a braided black leather cord with adjustable chain and lobster clasp, each includes a story card.