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L.A. Looks Announces Partnership With Blockbuster CG Animated Film, *Astro Boy*

*Partnership blasts off with Astro Boy's star-studded Premiere including cast members
Freddie Highmore and Kristen Bell*

Film In Theaters Nationwide On Friday, October 23, 2009

Los Angeles, CA (October 20, 2009) – At last night's premiere of Summit Entertainment and Imagi Studios' *Astro Boy* in Los Angeles, L.A. Looks, a leader in mass market professional styling products, announced its partnership with the CG animated film feature film, coming to theatres this Friday, October 23.

Over 1,600 people attended the high-profile event, including *Astro Boy* voice-cast members Freddie Highmore, Kristen Bell, and Eugene Levy. L.A. Looks street team members buzzed around the Hollywood premiere, handing out samples of its newest spiky launch, Power Spikes Gel, with \$1.00 coupons for L.A Looks products.

L.A. Looks' participation at the premiere is part of a series of *Astro Boy* related initiatives. The first event took place on October 17th and 18th with 50 advance screenings nationwide, where fans were invited to have their hair styled like Astro Boy. Summit Entertainment and Imagi Studios in partnership with L.A. Looks set up shop outside theaters, styling hair in Astro Boy's signature "spiky" look. With the brand's newest product launch, L.A. Looks Power Spikes, stylists will show movie goers how to get *Astro Boy* spikes with L.A. Looks!

To further support their campaign, Los Angeles and Chicago Sunday newspapers on October 18th and New York newspapers on October 23rd, included L.A. Looks coupons and an *Astro Boy* trick-or-treat bag. The coupons offer \$1.00 off any L.A. Looks full-sized gel and the eye-catching Halloween bag will feature a step-by-step guide on how to achieve the "Astro" hairstyle using the new L.A. Looks Power Spikes Gel. The cross-promotion between L.A. Looks and *Astro Boy* will continue in March 2010 with the release of the *Astro Boy* DVD.

The new L.A. Looks Power Spikes Gel (\$2.99, 20 oz) is available at Food, Drug and Mass stores nationwide leading drugstores nationwide. To learn more about L.A. Looks and their partnership with *Astro Boy*, please contact Lauren Spitzer of Creative Media Marketing at 212-979-8884 or lauren@cmmpr.com.

About L.A. Looks

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in

125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend."

In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 million euros. For further information, please visit www.lalooks.com

About Astro Boy

Summit Entertainment and Imagi Studios present *Astro Boy*, produced by Maryann Garger, directed by David Bowers (*Flushed Away*), and written by Timothy Hyde Harris (*Kindergarten Cop*, *Trading Places*) and Bowers. The CG-animated motion picture features the voices of Freddie Highmore, Kristen Bell, Nathan Lane, Eugene Levy, Matt Lucas, Bill Nighy, Donald Sutherland, Charlize Theron and Nicolas Cage as 'Dr. Tenma'.

Set in the future, *Astro Boy* is a classic superhero origin story about a young robot with incredible powers and his adventure-filled journey in search of his identity and destiny, taking him into a netherworld of robot gladiators before he returns to save Metro City.

The iconic character *Astro Boy* has found global popularity since his creation in the early 1950s by Japan's Osamu Tezuka, known as the "god of manga" and "father of anime", and has been the hero of three acclaimed animated television series aired around the world.

Astro Boy will be released in theaters across North America on October 23, 2009 by Summit Entertainment.

About Summit Entertainment, LLC

Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third-party product. Summit Entertainment, LLC plans to release 10 to 12 films annually.

About Imagi

Imagi International Holdings Limited (Stock Code 585, OTCQX: IINHY) is a listed company on the main board of the Hong Kong Stock Exchange. Imagi Studios' principal

business is the development and production of CG-animated theatrical feature films. Imagi's first theatrical movie *TMNT* was released in March 2007, opening #1 in U.S. box office revenue, the first time in history that an Asian animated film achieved that honor. Imagi's CG production studios are located at its Chai Wan (Hong Kong) corporate headquarters with development and marketing operations based in Los Angeles, California, and an office in Tokyo. Imagi's *Astro Boy* is being released in theaters worldwide in October 2009. For further information, please visit www.imagi.com.hk .

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