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**Warren Kornblum, Former Toys “R” Us CMO
Launches New Firm, “Shadow Branding”**

New York, NY – Warren Kornblum, the former Chief Marketing Officer of Toys “R” Us, Inc. and Chairman and Chief Executive Officer of Shadow Entertainment Group, LLC., today announced the formation of “Shadow Branding,” which, he states, “will work with a very select group of partners to bring entertainment, intellectual property content, major brands and the marketing community together on specific initiatives.”

A veteran of both the marketing and entertainment industries, Kornblum says Shadow Branding will focus on what is increasingly referred to as “branded entertainment.”

“Our goal is to bring very specifically selected partners together so the entertainment asset, the brand marketers and the marketing community become a force-multiplier that is relevant to consumers,” stated Kornblum. “It’s not about product placement, sponsorship or promotion in isolation – it’s about bringing the very best participants to the table and working with them to maximize the opportunity for all involved.”

Added Kornblum, “A lot of people talk about ‘branded entertainment’, but I believe we can unlock its real potential and make a profound difference in the world of entertainment and brand marketing. That’s the goal and purpose of Shadow Branding.”

Shadow Branding is a wholly owned subsidiary of Shadow Entertainment Group, LLC.

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