



For Immediate Release  
For press information, please call  
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### **Synergy Licensing tapped to “Save the Earth”**

#### **The Save the Earth Foundation is now represented by Synergy Licensing.**

Palm Desert, CA (March 11, 2009) – The Save the Earth Foundation has signed an exclusive agreement with Synergy Licensing, LLC to represent the Save the Earth logo and trademarks across all product categories and retail sectors.

“We’re thrilled to be a part of the Save the Earth team.” says Karen Diamond, Principal of Synergy Licensing. “We see limitless opportunity in this cause-related property because the Save the Earth logo has personified the eco-friendly movement since 1972. Save the Earth, she continued, has laid the groundwork for today’s consciousness by supporting the most respected scientists at leading universities and educational programs throughout the country.”

Randi Goodman, Principal of Synergy Licensing adds, “When retailers and consumers purchase Save the Earth licensed merchandise, they know that profits will be recycled back into research, and will enjoy the goodwill of doing their part in protecting our world. While we build the licensing program, we’ll be raising awareness and funding through various product categories, retail partnerships and corporate endorsements.”

“Our first sponsorship, back in 1989, according to Edward J. Scott, CEO, Save the Earth Enterprises, was to the late Dr. Roger Revelle, of UC San Diego, for the Climate Change conference held at UC Davis. It is Dr. Revelle’s research that is credited for the basis of Al Gore’s An Inconvenient Truth: The Planetary Emergency of Global Warming and What We Can Do.” A comprehensive list of the research projects supported by Save the Earth Foundation can be seen at [www.savetheearth.org](http://www.savetheearth.org)

“We’re very pleased to be working with Synergy Licensing; they see the big picture. This partnership is long overdue and we’re looking forward to a long and meaningful relationship.” says Neal Pargman, Founder of The Save the Earth Foundation and one of the earliest advocates of the green movement.

Synergy Licensing, LLC is a new company created by licensing veterans Karen Diamond and Randi Goodman. From “Looney Tunes” to “Lord of the Rings,” and Pillsbury to Polaroids, Diamond and Goodman have created and executed some of the most memorable and impactful brand enhancing campaigns in the licensing world. Now reunited after 17 years, where they previously combined to drive the Warner Brothers licensing catalogue to unprecedented heights, both Diamond and Goodman boast hall of fame resumes of brand building excellence.

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Founded in 1989, The Save the Earth Foundation functions as a 501(c)(3) non-profit corporation dedicated to the expansion of environmental awareness in our society. Proceeds and donations to the Foundation are used to fund grants for environmental research and education.

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Synergy Licensing, LLC, based out of New York City, offers the experience and expertise of larger established agencies, combined with the creativity and senior-level client support that is the trademark of smaller firms. With over 40 years of combined licensing, branding, retail and product development experience, Synergy offers clients a proven track record of building entertainment, character, corporate, fashion, celebrity, sports and cause-related brands into widely successful merchandise and retail franchises. The agency takes the unique position of being a generalist agency specializing in all arenas, offering expertise in a myriad of category sectors while building properties into viable, profitable, long-term licensing programs.

For more information on Synergy Licensing, LLC, contact Karen Diamond at 201-310-2798 or via email at [kdiamond@slicensing.com](mailto:kdiamond@slicensing.com) or Randi Goodman at 212-439-6347 or via e-mail at [rgoodman@slicensing.com](mailto:rgoodman@slicensing.com).

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