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INTERNATIONAL STAR LISA RAY ENTERS LIFESTYLE BRAND ARENA

Internationally acclaimed actress, TV host, model, entrepreneur and philanthropist Lisa Ray has joined forces with a management team to form Lisa Ray Worldwide, a company dedicated exclusively to creating a lifestyle brand around the popular personality. "I have always had a multifaceted career that has taken me down interesting and sometimes unexpected paths," says Ray. "It's very exciting to have the opportunity to develop my own brand which will reflect both my style and my philosophy."

"Lisa has a very magnetic personality," says Audrey Hyams Romoff, a member of the management team and owner of OverCat Communications, a national public relations agency based in Toronto. "I was introduced to Lisa by Jeffery Wagstaff, a cosmetics industry executive who wanted to explore building a relationship with Lisa. Both Jeffery and I immediately saw the potential to create a brand around Lisa."

"She is an extremely unique individual with a dynamic personality and multiple talents" adds Wagstaff.

In early 2015, Lisa Ray Worldwide entered into an exclusive partnership with The Licensing Shop Inc. (TLS), a brand licensing agency specializing in the strategic development of licensed consumer product programs based on trademarks and intellectual property for clients in the fashion, media and entertainment businesses. TLS has significant experience licensing in a multitude of consumer product categories including health & beauty, home décor, food and beverage, fitness, fashion and accessories amongst others.

"At The Licensing Shop, we are discerning about the properties and talent that we work with," says Nancy Fowler, Co-Founder of The Licensing Shop. "We are thrilled to be representing such an inspirational talent like Lisa Ray."

About Lisa Ray

Ray began her career in Mumbai when she was catapulted into a high profile modelling career at the age of 16. She went on to excel in the fashion and entertainment business in India on television and in film. Named one of the 'Ten Most Beautiful Indian Women of the Millennium' by a "Times of India" poll, Ray cemented her profile as an iconic figure in India before leaving for drama school in London and opportunities around the world. She is an award-winning actress who starred in Canada's Oscar nominated film, *Water*, amongst other prestigious credits.



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A nomadic spirit at heart, Lisa returned to Toronto in 2009 post a diagnosis of Multiple Myeloma, an incurable bone marrow cancer. She chose to go public with her diagnosis at the launch of one of her films during the Toronto International Film Festival and chronicled her experiences with cancer in an acclaimed blog called the 'Yellow Diaries'.

Post a stem cell transplant in December 2009, Lisa has filmed a six part series on Travel and Jewellery for Discovery Channel in India, taken on the role of the host of the highly rated Top Chef Canada on Food Network, has partnered to open a yoga studio, Moksha Yoga Brampton, recently completed an eight city tour with a prestigious stage production called 'Taj' and a four city tour with the 'Splendid Indian Closet' debuting her sari fashion line in the US. She has partnered with Indian Design House, Satya Paul, designing an exclusive line of cocktail sarees inspired by her challenges with cancer, with a portion of sales going to the David and Molly Bloom Research Chair for Multiple Myeloma.

Most recently, Ray relapsed in early 2013, sparking a change of lifestyle and eating habits which will culminate with a Wellness Blog launching the end of this year.

In 2012, Lisa was named Ambassador for the Pantene Beautiful Lengths Campaign, recognized with a 'Facing Cancer Together Award of Honour' by the 'Look Good Feel Better' Charitable Program, and awarded the 'Light of India Award for Excellence in Arts and Entertainment'. She was featured as one of '50 Most Beautiful People' in "Hello! Canada", and honoured as 'Entertainment Luminary' by "Spark" in benefit of the 'Children's Aid Foundation'. In 2013 she was awarded the Diamond Jubilee Medal for service to Canada.

In 2014 Lisa was recognized as a 'Woman of Action' by the ICRF. She also participated in ProjectEleven27, an initiative spearheaded by designer Laura Siegal to support ethical practices in the garment industry and honour the garment factory workers who perished in Bangladesh. She also continues to campaign to raise funds and awareness for Multiple Myeloma research. She is participating in a ground breaking clinical trial at the Princess Margaret Hospital in Toronto.

Ray's memoir is slated to release in 2015 by Harper Collins. She divides her time between Toronto, Mumbai and Hong Kong.

About The Licensing Shop Inc.

Founded in 2006, The Licensing Shop Inc. (TLS) is a brand licensing agency specializing in the strategic development of consumer product programs based on trademarks and intellectual property for clients in the fashion, media and entertainment businesses. Led by principals Nancy and Steve Fowler, who each have over 25 years of experience in the licensing and consumer product industry, TLS focuses on extending brands into licensed products creating new revenue streams for clients in addition to the incremental marketing benefits of reaching new consumer segments. TLS clients include

Sesame Workshop, CBS Consumer Products, Cottage Life Media, Feld Entertainment and Moose Toys.