

FOR IMMEDIATE RELEASE

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DISTINCTIVE ASSETS TO PRODUCE OFFICIAL 51st ANNUAL GRAMMY[®] AWARDS GIFT BAGS AND TALENT LOUNGE FOR 10th CONSECUTIVE YEAR

ENTERTAINMENT MARKETING COMPANY KICKS OFF A DECADE OF FABULOUS GIFTS AT THE GRAMMY AWARDS

Los Angeles, Calif. – Distinctive Assets, an LA-based entertainment marketing company, is collaborating yet again with The Recording Academy[®] to produce the official Talent Gift Bags and Lounge for the 51st Annual GRAMMY[®] Awards. The ceremony will be held on Feb. 8, 2009, at the STAPLES Center in Los Angeles and will once again be broadcast live in high definition TV and 5.1 surround sound on the CBS Television Network from 8 – 11:30 p.m. (ET/PT).

Distinctive Assets is thrilled to be a part of this year's celebration and is especially proud that it represents its a ten-year milestone. The Presenters and Performers will be offered exciting gifts that will be distributed in two different forms –**the coveted GRAMMY Gift Bag** and **the GRAMMY Talent Lounge presented by Xbox 360[®]**. The exclusive **GRAMMY Gift Bag (provided by Astro Gaming)** will overflow with items from companies such as Microsoft, MTV Games and Harmonix, Lionessa, Catdaddy, Christopher Michael Chocolates, Giacini Atelier, Lust & Gore Hardware, ilike organic skin care, The Sports Club/LA memberships, Altoids, Matrix, Heelskinz, Dr. Fresh, Binaca, Count Me Healthy, ful, La Costa Resort & Spa, iFly Hollywood, LA Dodgers, YSL, NikiBiki, American Apparel, ideeli.com, SkinIT!, Sky Sport Spa, OxygenPLUS, Dogeared Jewels, Lola's Martini Bar, nekFIT, Addis English & Associates, Jennie & Vera's Cookies, The Huntley Hotel, Monroe Hair Care, Corner Bakery Cafe, Amazon Thunder, Wheatware, FilterForGood, CoCo Glow, Starbucks, Johnny Rockets, suki, David & Goliath, Katsuya Glendale, KIWI, Wet Cement, How Love Like a Hot Chick, Discreet Chic, L'Essentiel, Lemon, Freehands Gloves, Glory For Girls, SLS Hotel, Live In Fitness, magicJack, EarthLust, Zico, Lucy, 944 Magazine, trips, spa services, and many other surprises.

The GRAMMY Talent Lounge presented by Xbox 360 will be open during rehearsals (Feb. 5-7). Presenters & Performers will have the opportunity to scoop up gifts for the Xbox 360 video game and entertainment system including singing party game "**Lips**," and MTV Games' and Harmonix's "**Rock Band 2[®]**," designer eyewear from Solstice Sunglass Boutique, guitars from Gibson, fashion forward clothing from Affliction, beautiful jewelry from Lorenzo and Misis Jewelry, hair tools from Chi, cigars from Camacho, rain gear from Dav Rain, exclusive skin care from Reactivator, spa services from Janet Harris SRC and much more! And for the first time, Distinctive Assets will include an exclusive "green" gift area within the Lounge. Sponsored by Waste Management, this area will include earth-friendly products from H2O, Universal Botanicals, Health Carbon Pure, Daiginjyo and Ninapharm among others.

The Lounge will once again be designed by Pacific Events Production.

"We are so excited to kick off our 10th year of gifting with such an incredible event," says Lash Fary, founder of Distinctive Assets. "This year we endeavor to outdo ourselves in honor of our anniversary and this incomparable event. There are other music-themed award shows but only one GRAMMYs . . . just as there are many other gift bags but only one GRAMMY Gift experience!"

About Distinctive Assets

Established in 1999, Distinctive Assets not only produces the Gift Bags and Talent Lounges for many major award shows but also provides product placement, product introduction, public relations and branding opportunities within the entertainment industry and beyond.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. In its 50th year, The Academy continues to focus on its

mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com.

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