



**ICONIC
FUTURE**

TAKING BRANDS
INTO GAMES
AND APPS

– PRESS RELEASE –

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Iconicfuture selects Dimensional Branding Group to expand its sales & licensing services

Hamburg – Iconicfuture, the leader in brand integration licensing for the digital and interactive industry, announces a new partnership with licensing agency Dimensional Branding Group (DBG). The San Francisco based company focuses on interactive and digital brand licensing extensions. It will now support the expansion of Iconicfuture's sales and business development initiatives. The two companies will work closely together to provide outstanding digital brand integration solutions for both game developer publishers and licensors grounded in brand affinity.

"I am thrilled about the new partnership. DBG complements our service perfectly and enables us to offer our clients a wider selection of brands. Together we make licensing even faster and easier for game developers and publishers." says Iconicfuture's CEO Clemens von Berger.

DBG's CEO Larry Seidman sees, "a powerful and effective collaboration with Iconicfuture helping clients bring famous brands into their games and apps radically increasing opportunities for success. It complements DBG's mission to help developers turn their games into brands through licensing".

About Iconicfuture:

Iconicfuture increases engagement, retention and monetization in any game or app by delivering the most suitable branded content to developers and making licensing fast, simple and cost-effective. Millions of branded items have already been sold through Iconicfuture resulting in a significant increase in game and app downloads.

At the heart of the 360 degree service sits a proprietary platform that has been developed by a team of IT specialists. By maximizing efficiencies in the licensing process Iconicfuture takes the time and complexity out of securing branded digital content.

About Dimensional Branding Group:

Dimensional Branding Group (DBG) is a brand extension agency that specializes in multi-dimensional licensing, promotion and business development services. DBG is known for its expertise in the digital and interactive categories. Targeting iconic apps, games, toys and brands. By fusing extensive licensing experience, marketing research, promotional expertise, and fresh ideas DBG creates high-impact initiatives that bring together the right people, companies and brands. Its clients include: Glu Mobile (Kim Kardashian Hollywood, Deer Hunter, Diner Dash), Miniclip, Imangi Studios (Temple Run), King Kong, Highlights, Jenga, Skee-Ball, Urban Dictionary, Chronicle Books, Larry Gets Lost among others. www.dimensionalbranding.com

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