



Press Release

"The Team"

December 2005

FOR IMMEDIATE RELEASE

Wheaty Wheat Studios proudly announces the coming aboard of three new employees to its staff in 2006. Studio members: Chris Lee, and "Circus Posterus" artist couple, Kathie Olivas and Brandt Peters, will be relocating to Los Angeles, CA to work in-house at the studio. Collectively these artists and designers will bring with them their raw vision and artistry that, in combination with *Richard VanOver* and *Debbie Yoon*, will thrust Wheat Wheat Studios into the Entertainment limelight and forge a union of unprecedented talent.

Highly imaginative, California based Graphic Designer/Art Director *Chris Lee* will bring his industry leading contemporary graphic and branding design as well as his experience with print, experimental typography, and marketing strategies to the forefront at Wheaty Wheat Studios. Lee is currently finishing up his BS in Graphic Design at Sacramento State University. Lee is also a nationally and internationally based fine artist whose series "The Urbanites" has been licensed and produced by Wheaty Wheat and debuted at this year's 2005 New York Toy Fair (expected due date: 2006).

Gallery Director and Independent Curator, *Kathie Olivas* is a nationally/ internationally emerging artist whose work has been featured in numerous galleries and publications. Olivas has operated, directed, and consulted with numerous galleries on the East Coast and West Coast of Florida. She received her Bachelors degree in Visual Arts from the University of South Florida and has since curated over forty cutting edge exhibitions and events from national and international based fine artists and designers. She has also worked extensively in the Children's Entertainment industry as a digital background painter, illustrator, and colorist. Olivas is currently in negotiation with Wheaty Wheat on licensing and producing her work for a toy based on her series of characters for 2006.

West Coast born Concept Designer/Design Director, *Brandt Peters* brings a wealth of Entertainment production experience to his role as well as a broad knowledge of managing artists and designers for animation based projects. Peters has overseen and design directed for over 13 years with many major and smaller based production studios crossing over into Theme Park, Game, Film, and Animation industries. Peters is, as well, a nationally emerging fine artist who has exhibited in many galleries across the US as well as Canada. Wheaty Wheat has currently optioned to license and produce a series of vinyl toys based on Brandt's "Neo-Vintage" property "SLAP-HAPPY" which will be released in summer of next year. Brandt Peters begins his new job at Wheaty Wheat in February, 2006.

Olivas and Peters will be merging their East Coast fine art printing and design collective with Wheaty Wheat studios to now offer their services and current editions to the West Coast.

Considered one of the 'hottest' toy manufacturers to watch, Wheaty Wheat Studio's impressive code of craftsmanship and it's uncanny ability to capture the unique style of every artist the studio licenses is why it stands high above the rest. As well as it's licensing division, Wheaty Wheat offers a total 'turn key' toy manufacturing service to clients and firms all over the world who have come to depend on superior product based on many years in the industry. As generally a young studio, it currently has over 20 artist based licensed projects to date with many more in the pipeline. The studio has big plans for 2006 with product, international exposure, crossing and fusing industries, along with huge events and exhibitions to complete the Wheaty Wheat experience, the company is wholly owned by Richard VanOver and Debbie Yoon. Wheaty Wheat, *Where Art and Toys Collide!*

"I'm very excited to be welcoming such talent on to the Wheaty Wheat team. Kathie, Brandt, and Chris are not only brilliant artists but also hard working and very real individuals, which makes them a perfect fit for Wheaty Wheat Studios."

- Richard VanOver
Owner, *Wheaty Wheat Studios*