



NEWS

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DOLLAR TREE STORES INTRODUCE UNIQUE “KIDS-DID-IT! DESIGNS®” GIFT BAG COLLECTION - KIDS LEARN *and* EARN with LICENSING

SAN DIEGO, CA – Fifteen young California art students, ages 5-14, have become published artists now that their illustrations of colorful flowers and charming animals have been reproduced as a series of twenty-two *Kids-Did-It! Designs®* large gift bags, currently available nationwide exclusively through Dollar Tree Stores. In addition to learning the fundamentals of art and design, each young artist also earns a royalty for the reproduction of their artwork.

Manufactured by *PAK 2000* for Dollar Tree Stores, Inc. (Nasdaq: [DLTR](#)), the nation's largest \$1.00 discount variety store chain, *PAK 2000* licensed the designs from the *Kids-Did-It! Designs*[®] illustration collection made up of images created entirely by young art students, created primarily under the guidance of San Diego, CA artist and art teacher, Michelle Abrams.

Throughout the summer, young children join Michelle for art classes in her San Diego studio. Her encouragement and contagious love for the arts brings out the best from her enthusiastic young students, and the resulting illustrations are fresh, colorful, exuberant, and quite inspirational. Michelle often compares the student artwork to those of the classics, describing their artwork as, "...quite colorful and strikingly beautiful - worthy of being called 'fine art' in the tradition of Matisse, Van Gogh, Picasso or Miro."

After class, Michelle encourages parents and students to take their artwork off the refrigerator, enlarge it, frame it, and display it proudly throughout the house!

Michelle's husband, Glenn, also a designer, was inspired to create *Kids-Did-It! Properties*[™], a business that collects, represents and reproduces the student artwork. So, aside from the thrill and satisfaction of being published, the young artists also earn a royalty for the licensed reproduction of their work. Students often use the proceeds as extra allowance, or for college savings. "Some students have even framed their first royalty check!" says Glenn.

Now more than 225 of the most compelling illustrations are available for licensed reproduction under the *Kids-Did-It! Designs*[®] retail brand.

"The artwork is fresh, inspirational - very colorful and surprisingly sophisticated. It's a complete, cohesive collection with a very broad appeal - we could easily adapt it for reproduction as a complete line on a variety of materials, including paper goods, textiles, clothing, household and soft-goods, ceramics, plush toys, giftware - let your imagination go!" says Glenn.

Dollar Tree is not the first company to show interest in the *Kids-Did-It! Designs*[®] collection. *Gibson & American Greetings*, *Papel Giftware*[™], *Prentice Hall*, *Houghton-Mifflin*, *Deluxe's ChecksUnlimited.com* and *The Covenant House* (as part of their fund raising efforts) have all published *Kids-Did-It! Designs*[®] artwork on items ranging from books, cards, checks and address labels to holiday giftware. To date, more than 29 students have been published through *Kids-Did-It!*

To locate a *Dollar Tree* store near you, log on to www.dollartree.com. To find more information, as well as licensed products, artist's photos, news, information and digitized artwork from the current *Kids-Did-It! Designs*[®] illustration collection, log on to: www.kidsdidit.com.



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Biographical Information

Glenn Abrams

President, Kids-Did-It! Properties™

Since graduating with a BFA from the *Rhode Island School of Design* in 1979, Glenn has produced, designed, directed or managed a wide variety of creative multi-media, marketing communication and entertainment projects - the most memorable include serving as Producer on Microsoft's *Windows95 Launch Event/Expo and Broadcast* with Bill Gates and Jay Leno; *Michael Jackson's World HIStory Tour* 3D VR opening animation; the introduction of the *Lexus LS400* and the new *BMW 7Series* automobiles.

In 1996, capitalizing on his marketing-communications and production experience, Glenn partnered with his wife, Michelle, to create *Kids-Did-It! Properties™*, a San Diego business that licenses reproduction-rights to their growing *Kids-Did-It! Designs®* collection of surprisingly sophisticated and beautiful illustrations created by Michelle's young art students, ages 3-14. In addition to learning the fundamentals of art and design, each young artist also earns a royalty for the reproduction of their artwork.

Michelle Abrams

Instructor, Abrams Art Studio

Art Director and Instructor, Michelle Abrams has a Master of Fine Arts degree from *Yale University*, and a broad range of experience in the creative arts, including animating for *Sesame Street*, serving as a Creative Director in Los Angeles, managing her own San Diego illustration, design and animation studio, and most recently, creating watercolor paintings and teaching fine art to adults and young children. Michelle's professional experience, enthusiasm, and contagious love for the arts bring out the best from her imaginative young art students.

Dollar Tree Stores, Inc.

Dollar Tree Stores, Inc. is the nation's leading operator of discount variety stores. Designed to be the modern day equivalent of the traditional variety store, they offer a wide range of quality everyday general merchandise in many categories, including housewares, seasonal goods, candy and food, toys, health and beauty care, gifts, party goods, stationery, books, personal accessories, and other consumer items. They operate over 2,000 stores in both strip centers and malls in 37 states. Stores operate under the names of Dollar Tree®, Dollar Bill®, Only \$1.00, ONLY \$ONE® and Dollar Express. Dollar Tree Stores, Inc. common stock is traded on The Nasdaq Market under ticker symbol "DLTR".

PAK 2000, Inc.

PAK 2000, Inc., headquartered in Miirror Lake, New Hampshire, is one of the largest specialty bag manufacturers in the world, producing more than 100 million bags a year in China, Indonesia or Korea. With offices in France and Germany, and three business units in the USA, PAK 2000 sells direct to its customers throughout the world.