



Media Relations
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NEWS
For Immediate Release

WITH GOOD LOOKS AND BAD INTENTIONS PEOPLE LIKE ME REVEALS ITS NEW COLLECTION

Red Bank, NJ, December 16, 2010 – People Like Me is pleased to reveal a new line of designs to close out the year. The designs in this release are a throwback to the comic book styles of the 1960's. "We wanted the designs to contain the kitschy framing of the old crime solving cartoons that we all grew to love in our youth," says Creative Director David Ayllon.

People Like Me also looks to expand its borders by annexing the realms of posters, online comic books and theater. The media blitzkrieg will be led with the introduction of the ongoing characters The Villains into the collection of People Like Me products. The Villains, who are out to steal the hearts and minds of the downtrodden consumer, will be featured in our shirts, posters and online comic series. The addition of exclusive posters to our line of products will help step up the décor of any tin roofed shack. To complement the mischievous humor of The Villains, People Like Me Theater features improvisational shorts, crafted by our friends over at Chicken Scoop Productions.

All People Like Me products are available on the company's website, PeopleLikeMeShop.com. People Like Me will also be planning a college tour in the New York metropolitan area throughout the first half 2011.