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**FOR IMMEDIATE RELEASE:**

***MODA Entertainment Signs New Client –  
Legendary Director and Actress Ida Lupino***

**NEW YORK, NY -- February 3, 2008** -- Ida Lupino was a Classic Hollywood film actress, director, and a pioneer among women filmmakers. In her forty-eight year career, she appeared in fifty-nine films, and directed nine others. She also appeared in episodic television fifty-eight times and directed fifty other episodes.

Now, in a major alliance announced today with estate representative Mary Ann Anderson, Licensebox, A Moda Entertainment Company (SIGO) has signed Ida Lupino to a long-term agreement for the merchandising and licensing rights to her name and likeness in all categories. Licensebox is very excited to add Ms. Lupino to the roster.

During her career as an actress, Lupino became known for her hard-boiled roles, and appeared in such films as "They Drive by Night" (1940) and "High Sierra" (1941), both opposite Humphrey Bogart. She acted regularly and was in high demand throughout the 1940s.

During the 1940s Lupino began studying the processes behind the camera. Her first directing job came unexpectedly when she first stepped behind the camera in 1949 for the film "Not Wanted." Lupino went on to direct her own projects, becoming Hollywood's only female film director of the time. Lupino often joked that if she had been the "poor man's Bette Davis" as an actress, then she had become the "poor man's Don Siegel" as a director.

Lupino continues to be the subject of renewed appreciation--not only for her incandescent acting but for her bold and prolific directing in film and television. The announcement of this alliance will perpetuate the impact of Ms. Lupino's varied and significant career.

**ABOUT LICENSEBOX:**

LICENSEBOX a subsidiary of MODA Entertainment, Inc. is a broad-based merchandising and licensing company, which has a particularly strong presence in the Classic Hollywood and Golden Age of Hollywood sectors of the entertainment market. Key clients in this category include Duke Ellington, Greta Garbo, Edward G. Robinson, Marlene Dietrich, Douglas Fairbanks, George Raft, Loretta Young, amongst others.

**ABOUT MODA ENTERTAINMENT:**

MODA Entertainment, Inc., headquartered in New York City, is a full service multi-media entertainment company involved in development, production, packaging, marketing, distributing, licensing in all on and offline media. MODA Entertainment's fully owned subsidiaries include MODA Productions, MODA Publishing, LICENSEBOX, PUBLICITYBOX and ICONS.

For *Ida Lupino* licensing, marketing and promotion opportunities please contact Richard Zampella, LICENSEBOX - Tel: 212.873.3324; Fax: 212.504.3215; Email: [licensing@modaentertainment.com](mailto:licensing@modaentertainment.com)  
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