

FOR IMMEDIATE RELEASE

LIFT Announces the MAD*L CITIZENS Art Exhibit & Tristan Eaton Toy Release 10/25/08

ROYAL OAK, Mich – October 20, 2008

About the Mad*L Citizens Art Exhibit

The exhibit features custom designs from over 60 top toy artists and graphic designers. All are using blank 10 inch MAD*L figures as the starting point for their creations. Participating Detroit-based artists include Glenn Barr, Mark Arminski, D-LUX, Sweet K, Michael Canich and Audrey Pongracz. Participating national artists include MAD, Tristan Eaton, Huck Gee, Tilt, Mist, Kathie Olivas, Andrew Bell, Michael Motorcycle, Sket One and Julie West. A full list of artists is available at www.liftdetroit.com.

The opening takes place on Saturday, October 25 2008 from 7PM – 11PM at LIFT, 228 W. 4th Street in downtown Royal Oak. All art pieces will be available for purchase on a first come, first served basis. Internet and phone orders will be accepted starting at 7:30 PM. The exhibit is free and open to the public and will remain on display through November 22nd.

Tristan Eaton Toy Release

In addition to the art exhibit, the night will also feature the release of a 5.5" exclusive Detroit-themed Mad*L by artist Tristan Eaton (see attached photo). The production run is limited to 500 pieces and only available at LIFT. Tristan Eaton (CCS graduate) is a native of Detroit who is now based out of NYC where he runs Thunderdog Studios. He is one of the most recognizable names in designer toys and the creator of the Munny and Dunny figures produced by Kidrobot. MAD and Tristan Eaton are confirmed attendees and will available to sign.

About the Mad*L Figure

The Mad*L (pronounced Mod l) is a toy platform designed by the artist Jeremy Madl aka MAD. Based in Kansas City, Jeremy runs his own licensed toy lines under the Mad Toy Design label. He also works with corporate clients such as Mattel, YUM Brands, Pepsi, Scion, Wild Planet, NFL, Upper Deck, Playmates Toys, Makita and IDT Entertainment on a variety of projects.

About LIFT

LIFT is an independent boutique where customers can experience the cultural explosion in toys that started in San Francisco and NYC. Designer toys provide a 3-D canvas on which artists apply their creativity. LIFT carries toys, apparel and media from brands such as Kidrobot, Upper Playground, San-X, Uglydoll, and Blackspot. LIFT also features a dedicated art gallery area.

LIFT is owned by local entrepreneur Kent Alverson. It began as a small shop on 11 Mile Road and expanded to the existing 1500-square-foot location in March 2008.

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LIFT Store Photos



Custom MAD*L by artist Doktor A

TRISTAN EATON EXCLUSIVE



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