

Smart Imagination releases its first publication in the Tattoo Stories book series

The five-year documentary depicts the stories behind tattoos while progressively raising funds for seriously ill children served by Starlight Children's Foundation.

COSTA MESA, CA – April 5, 2010 – Smart Imagination, a creative house and publisher with a focal point of serving humanitarian efforts, today announces it's debut book in the Tattoo Stories series benefiting Starlight Children's Foundation. The art of tattoos has intrigued many people in various cultures around the world. Tattoo Stories not only addresses taboos plaguing the art form, but draws readers in for an intimate look at journeys, experiences and cultures, through spoken word paired with stunning photography by Marvin Malzahn.

Smart Imagination is fortunate enough to have the foreword written by Chester Bennington, front man for Linkin Park and Dead By Sunrise. Chester Bennington is also co-owner of Club Tattoo, one of the largest tattoo-associated brands in the world. Bennington comments on Tattoo Stories, "The book is associated with a great charity, Starlight Children's Foundation, and, anything that I can do to give back is always something that I'm interested in." Smart Imagination has gained generous support by collaborations with Club Tattoo and leading tattoo shops and artists from around the world who are featured in the publication.

Corporate and medical professionals, students, artists, lawyers, and many more open their lives to readers in this coffee table book whose mission is two-fold: 1) To create awareness, break stereotypes and prevent controversy surrounding the art of tattoos, and open the doors to breaking judgments of people by their skin and not by their words; and 2) To benefit an A-rated charity working to help seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

The combined efforts of Smart Imagination and Starlight Children's Foundation is the driving force behind Tattoo Stories. The partnership has created a baseline in the philosophy of work for future Smart Imagination projects. "Our goal is to have the opportunity to excel in fulfilling projects while dedicating resources to a worthy cause," describes Marvin Malzahn, president and founder, Smart Imagination, of how Tattoo Stories embraces the



vision of the company. Paula Van Ness, CEO, Starlight Children's Foundation, says, "Working with Smart Imagination has opened a new creative avenue and demographic for Starlight that we couldn't be more excited about."

A minimum of \$4 will be contributed to Starlight Children's Foundation for every copy of Tattoo Stories sold on or before December 31, 2011, with a guaranteed minimum donation of \$10,000. For information on where to purchase the book Tattoo Stories, please visit www.tattoostories.org.

The media is invited to schedule briefings with Smart Imagination and Starlight Children's Foundation at the Sullen Clothing sponsored book release party for Tattoo Stories prior to the event on April 15, 2010 at the El Rey Theatre in Los Angeles, CA. To request media information and credentials for the event, please contact 800.507.3695 x700.

About Smart Imagination

Founded in 2008, Smart Imagination is the culmination of multiple projects with talented individuals operating on artistic expression and projects aiding charitable causes. Smart Imagination serves to attribute works to furthering the advancement of humanitarian efforts in the form of art, awareness, education and compassion. The company demonstrates expertise in photography, video, multimedia, strategic design, brand development, publishing, and collateral. Privately held and headquartered in Costa Mesa, CA. For more information visit www.smartimagination.com.

About Starlight Children's Foundation™

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than 25 years, Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

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