



Lonely Dog™

FOR RELEASE

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NEW ZEALAND BESTSELLING ART BRAND LONELY DOG AND UK'S ECELL GLOBAL LAUNCH A COLLECTION OF PHONE AND TABLET CASES ONLINE.

LONDON, ENGLAND -- September 27, 2017 – Following on their puzzles license earlier this year, New Zealand's best selling art brand Lonely Dog and Ecell Global Ltd, global online retailer and manufacturer of consumer electronics, have agreed on a licensing deal to bring to life Lonely Dog in a collection of phone and tablet cases under the Head Case designs brand.

The agreement was facilitated by Intelligent Brand Extension, a unique brand development and strategy firm based in NYC representing Lonely Dog globally across all categories.

"Lonely Dog's creative imagery and storytelling strikes a chord with anyone with an imagination," said Tatiana J. Whytelord, founder and president of Intelligent Brand Extension. "We are thrilled to be working with Ecell Global to make Lonely Dog part of everyone's everyday life."

Head Case designs launched 25 different Lonely Dog designs for phone cases, wallet cases and tablet cases available online on Head Case designs' site as well as eBay and Amazon.

"Lonely Dog is an unconventional character brand which appeals to a primarily adult audience--those that have been around the tracks and witnessed what life throws our way," Lonely Dog's creator, artist Ivan Clarke says. "Through my paintings I have discovered another world and the characters that live there. I'm committed to unfolding this world for everyone to see, because when you've been to Alveridge you never want to come back."

For more information, please visit www.LonelyDog.com

About Lonely Dog

Created by New Zealand artist Ivan Clarke, Lonely Dog art collection has generated more than \$25 million in sales over the past ten years in publications alone. About 7,000 giclee prints, drawings, sculptures, and collectors' books have been sold to enthusiasts from all over the globe. The whimsical world of Lonely Dog was also brought to life in a novel: Alveridgea and the Legend of the Lonely Dog, which sold out its first run. More than a million visitors from 40 countries around the world have viewed the Lonely Dog Legacy Collection of original art, at Ivan's gallery in Queenstown or through exhibits at other galleries around the world. Lonely Dog is here to stay for future generations.

For more information, please visit www.LonelyDog.com.

About Intelligent Brand Extension

Founded by globally recognized branding and intellectual property expert Tatiana J. Whytelord in 2006, Intelligent Brand Extension (IBE) is a unique brand development and strategy firm that combines legal, business, marketing and licensing services for existing and emerging brands, start ups and entrepreneurs. Headquartered in New York City and servicing U.S. and international clients, IBE provides comprehensive problem solving, global presence and senior expertise specializing in consumer goods, fashion, art & social brands, hospitality, entertainment, wine and spirits.

For more information, visit IBE at www.ibrandx.com



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IVAN CLARKE, Artist



Acclaimed artist residing in the beautiful southern lakes region of New Zealand, Ivan Clarke comes from a family of painters and illustrators. He began selling his art at the precocious age of 11, often times to people who didn't realize that a child created the paintings that graced their walls. As Ivan got older and branched out from painting landscapes, he learned how to turn his passion into a lucrative enterprise. His most popular series, the Lonely Dog Legacy Collection, is comprised of 200+ artworks that have captured a global audience. More than 7,000 prints, drawings, sculptures, and collectors' books featuring Lonely Dog have been sold worldwide, generating more than \$25 million in sales.

The idea for Ivan's beloved character Lonely Dog was born after leaving his own dog behind while vacationing. He turned that real-life emotion into art that invites viewers on a journey through the eccentric and whimsical world of Alveridgea. A vibrant fantasy land where cats and dogs live side by side, Alveridgea catches the imagination of all who love the sophistication and nostalgia of the 1950's.

Art collectors from more than 40 countries around the world visit Ivan's Queenstown Art Gallery, to immerse themselves in the Lonely Dog Legacy Collection and bring home a piece of local New Zealand treasure. More than a million people have seen the original Lonely Dog art collection, valued at \$8 million, at the Queenstown Art Gallery or at other exhibits around the world.

For more information on Ivan and Lonely Dog, please visit: www.lonelydog.com



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Created by New Zealand artist Ivan Clarke, Lonely Dog has become an art-based character brand that brings to life a nostalgic, fantasy world and its central character. Lonely Dog captures the imagination with rich, vibrant scenes of a land inhabited by cats and dogs living side by side. Ivan Clarke was inspired to paint the first piece in the collection, “Bon Voyage”, after leaving with his family on holiday. As they departed, he looked back at their dog and thought “That dog is lonely.” The rest is art history.

The Lonely Dog Legacy Collection includes more than 200 pieces housed online and in Ivan Clarke’s Gallery in Queenstown, New Zealand. The world of Lonely Dog was also brought to life in a novel: Alveridgea and The Legend of The Lonely Dog, which sold out its first run and is awaiting second printing.

“Lonely Dog’s cast of characters touches a spot in our hearts reserved for man’s best friend. Ivan is one of those rare dreamers who can turn the dreams in his head into exceptionally rich and wonder-

ful ideas to further expand the special world he has created. I feel very lucky to have my association with Ivan and the Legend of the Lonely Dog.” – Sir Richard Taylor - Founder of Weta Workshop - (Lord of the Rings)

LONELY DOG ART WORKS HAVE GENERATED OVER \$25 MILLION DOLLARS IN SALES OVER THE PAST TEN YEARS: ABOUT 7,000 GICLEE PRINTS, DRAWINGS, SCULPTURES, AND COLLECTORS’ BOOKS HAVE BEEN SOLD TO BUYERS FROM ALL OVER THE WORLD, INCLUDING MANY TO BUYERS FROM THE UNITED STATES.

Who is Lonely Dog?

Arthur Snout, better known as Lonely Dog, grew up on the working class side of Port Alveridge, an idyllic seaside town. Discovering that the blues leaking from clubs and honky-tonk bars embraced his soul and diminished his sorrows, music became both his lifeline and his destiny. A shy, reluctant hero who cared only for his guitar and his one true love, the world eventually took notice and his legend was born. Lonely Dog is represented in paintings, drawings, sculptures, book illustrations, and more, purchased by art lovers from more than 40 countries.

THE LONELY DOG GALLERY IN QUEENSTOWN, NEW ZEALAND RECEIVES 40,000 VISITORS EACH YEAR, INCLUDING THOUSANDS OF AMERICANS AND HAS BEEN SEEN BY OVER A MILLION PEOPLE THROUGH QUEENSTOWN AND OTHER GALLERIES AROUND THE WORLD. THE ORIGINAL COLLECTION, VALUED AT \$8 MILLION HAS BEEN KEPT INTACT WITHOUT ANY ORIGINALS EVER BEING SOLD.