



Inspiring all girls
to be strong,
smart, and boldSM

HIGH INTENCITY CORP. LAUNCHES i CARE ACCESSORIES LINE TO BENEFIT GIRLS INCORPORATED

Specialty Jewelry Collection Debuts with Strong, Smart, and Bold Messages for Girls

October 8, 2007 – High IntenCity Corp., a leading accessories manufacturer, recently introduced a specialty jewelry line for tweens and teens to raise proceeds and awareness for Girls Incorporated[®], a non-profit organization that inspires all girls to be strong, smart, and boldSM. The new line, i CARE by High IntenCity[™], features modern, clean updates to traditional necklaces and bracelets with trend-inspired twists. The styles range from sporty to glam in vibrant colors that reflect the joy of being a girl. Each piece also features the i CARE signature logo heart, which is soon to be recognized as a symbol for caring about changing the world.

Renee Levy, President of High IntenCity said, “I lead a team who cares passionately about so many issues in the world. I believe the girls who love High IntenCity products share our feelings. In approaching this project there were two things we agreed upon. First, girls of all ages want to help change the world and show they care. Second, there’s no better place to start than changing the life of a girl. To that end, I am thrilled to partner with Girls Inc., an amazing organization which truly creates a better future for girls.”

“We are delighted to work with High IntenCity to inspire all girls to be strong, smart, and bold,” said Joyce M. Roché, President and CEO of Girls Inc. “The company’s innovative spirit and commitment to meeting girls where they are in their lives make it an especially good partner for us in reaching out to girls and caring adults.”

High IntenCity will donate 10% of the net proceeds received from the jewelry to Girls Inc. The first collection will be available Fall 2007 at specialty stores nationwide and select Nordstrom locations.

About Girls Incorporated

Girls Incorporated is a nonprofit organization that inspires all girls to be strong, smart and boldSM. With local roots dating to 1864 and national status since 1945, Girls Inc. has responded to the changing needs of girls and their communities through research-based programs and advocacy that empower girls to reach their full potential and understand, value, and assert their rights. In 2006, Girls Inc. reached over 800,000 girls through Girls Inc. affiliates, its website, www.girlsinc.org, and educational publications.

About High IntenCity

High IntenCity Corp. is a leading manufacturer of high quality fashion jewelry and accessories, primarily focused on girls, tweens and teens. Company-owned brands including Charm It!, Charm It! Disney Collection, Charm It! Hello Kitty Collection, and Jewels Girls Love to Wear are available at specialty apparel, gift, and toy boutiques and premier department stores nationwide. The licensing division designs and manufactures jewelry and accessories under license for Disney, Sanrio, Nickelodeon, Venture

Licensing and Chorion Silver Lining. High IntenCity Corp. is a privately-owned company founded in 1993, and based in Fair Lawn, NJ. For more information please visit www.highintencity.com.

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