



SHARPER IMAGE®

THE BRAND; THE PRODUCTS; THE LICENSE

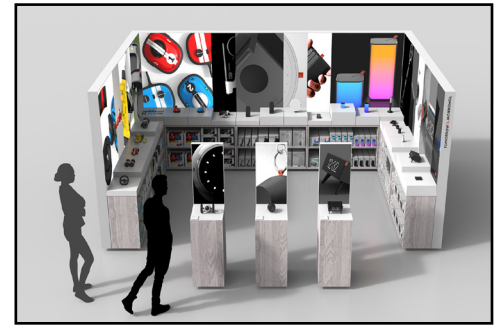
Home of the "Wow Factor"

>> AN ICONIC AMERICAN BRAND

Sharper Image was founded in 1977 on a singularly American approach to business; develop and sell a line of products that gave people a taste of the future; positive, new and promising. The brainchild of Richard Thalheimer, Sharper Image started as a catalog business selling high-tech, futuristic gadgets and grew to become an American icon that delivered on that future with never before seen merchandise. Sharper Image is arguably where the "Wow Factor" was born.

>> SHARPER IMAGE NOW

Today, through a unique blend of imagination, ingenious design talent, prescient engineering and superior craftsmanship, Sharper Image sells a vast and always growing collection of futuristic products.



>> TOMORROW'S TOMORROW

Sharper Image continues to set trends and define markets. Spearheaded by its vision statement - "Tomorrow's Tomorrow", - each product is designed to be clever, as timely as it is timeless and leave a memorable experience for those who buy it. A powerful name people associate with excitement, surprise and delight, Sharper Image is totally dedicated to delivering on its inspiring brand promise.

JOIN THE SHARPER IMAGE LICENSING PROGRAM TODAY, SO YOU CAN BRING YOUR CUSTOMERS **TOMORROW'S, MORROW™**



Sharper Image is well known and has a positive association.

- High awareness
- Considered "Unique"; "High Quality" and "Innovative"
- Consumers are resoundingly satisfied with their Sharper Image purchases

SHARPER IMAGE®



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