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BRASS KEY LAUNCHES COLLECTOR'S CLUB THROUGH NEWLY DESIGNED WEBSITE

www.brass-key.com Becomes Ultimate Destination for Brass Key Collectors

Federal Way, WA (October 29, 2003) – The Brass Key, Inc. re-launched their website recently as the premiere location for information about Brass Key collectibles and giftables both new and retired. The site, www.brass-key.com, is dedicated to providing in-depth information for Brass Key collectors including serving as the location for the newly created BK Collector's Club. Orangebelly, a design firm specializing in both online and traditional graphic design solutions, created the site.

The BK Collector's Club is the cornerstone of the new site. Membership to the club includes entry into the Key to Your Heart Sweepstakes, a frameable certificate of authenticity, special offers, an opportunity to voice opinions on Brass Key designs, information directly from Brass Key designers, and tracking of registered Brass Key collectibles. The Key to Your Heart Sweepstakes is available only to BK Collector's Club members and a different Brass Key collectible will be given away every month. The October giveaway is a 3-piece patriotic themed hand-blown glass ornament set in a beautiful collector gift box.

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In addition to the BK Collector's Club, the site includes product registration, product information and company background. The product registration section invites Brass Key collectors to register their products providing the ability to keep an online record of their collectibles, and membership into the BK Collector's Club. In addition, the more collectibles registered, the higher the level of membership in the BK Collectors Club. Collectors also receive two entries into the Key to Your Heart Sweepstakes for every product registered on the site. The newly designed site also includes a highly detailed electronic database of current and retired Brass Key collectibles.

"The BK Collector's Club is an exciting new opportunity to communicate with our avid collectors. Developing relationships with our customers is a key ingredient to Brass Key's success, and the club and website are natural ways to enhance that relationship," says Mary Gustaff, CEO of The Brass Key, Inc. "Orangebelly did an excellent job of capturing the essence of Brass Key collectibles in an exciting and interactive way as well as creating the ultimate location for the BK Collector's Club."

Orangebelly Design is a Seattle-based design firm, founded in June 2001 specializing in online and traditional graphic design solutions. To find out more about Orangebelly Design visit www.orangebelly.com.

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Brass Key, Inc. is a leading designer, manufacturer and distributor of branded, high-quality, handcrafted collectibles and specialty products. The Company sells to the retail mass-market stores and warehouse clubs worldwide under exclusive licenses from Disney, Universal Studios, Warner Brothers, Good Times Entertainment, among others. Founded in 1981, Brass Key has successfully developed a strong niche and brand identity within the mass market for its affordably priced and high quality product offerings. For further information, contact info@brass-key.com or www.brass-key.com

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