



For Immediate Release: September 20, 2006

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Life is good® and Camp Sunshine Partner with Newland® Communities To Expand Life is good Pumpkin Festivals

18 Communities To Host Festivals on October 21 to Benefit Camp Sunshine

Boston, MA September 8, 2006 – Life is good®, a Boston-based company that spreads good vibes through its colorful collection of apparel and accessories, and Camp Sunshine, a national retreat for children with life-threatening illnesses and their families, have established a partnership with Newland® Communities, the nation’s leading developer of master-planned communities. The partnership will extend the reach of the Life is good Pumpkin Festival, allowing Newland Communities to host the festivals in their communities nationwide. The expanded festivals will raise funds for Camp Sunshine and other non-profit organizations focused on children and children’s issues.

The Life is good Pumpkin Festival is an annual occurrence, held each year on The Boston Common, the nation’s oldest public park. The old-fashioned festival features activities suitable for all age groups, including pumpkin carvings, great food, live bands and entertainment, a costume parade, scarecrow stuffing, face painting and much more.

On October 21, 2006, Life is good Pumpkin Festivals will be held at 13 Newland Communities sites involving 18 of its communities, including sites in San Diego and Sacramento, CA, Houston, Pflugerville and Katy, TX, Tampa, Apollo Beach and Orlando, FL, Phoenix, AZ, Cumming and Flowery Branch, GA, Clarksburg, MD, and Woodbury, MN. The multiple festivals will provide both companies an expanded way to give back to the community, helping children who face unfair challenges.

“Life is good Festivals are designed to bring communities together for good old-fashioned fun, in turn bringing smiles to the faces of children who are facing situations most of us cannot comprehend,” said Bert Jacobs, Life is good co-founder and chief executive optimist. “Through the partnership with Newland Communities, both companies have an incredible opportunity to share a message of optimism with an expanded audience and raise significant funds that can help make a difference in the lives of these children.”

The Life is good Pumpkin Festivals will benefit Camp Sunshine, a national retreat for children with life-threatening illnesses and their families. In addition, each of the Newland Community sites will have the opportunity to raise funds for a local charity

focused on issues helping children. The festivals are free, however funds are raised through the sales of a specially-designed Life is good Pumpkin Festival tee shirt. Merchandise sales, donations, and a portion of food sales at each festival will also benefit the non-profit organizations.

“Newland Communities’ instant connection with Life is good and Camp Sunshine was almost inevitable”, said Gina Nixon, Vice President of Marketing for Newland Communities. “With a focus on caring, commitment and integrity as our cornerstones, the Life is good Pumpkin Festivals are the perfect compliment to our dedication to building incredible places to live for our residents and allows them to participate in a chance to support a very worthy cause.”

Major sponsors for the 2006 Life is good Pumpkin Festival include Four Points® by Sheraton, Annie’s Homegrown, Citizen’s Bank, and Olivia Organics.

For more information on the 2006 Life is good Pumpkin Festival and location-specific information, please visit www.lifeisgood.com, www.campsunshine.org, or www.newlandcommunities.com.

About Life is good, Inc.®

Life is good®, based in Boston, MA, spreads good vibes through its colorful collection of apparel and accessories, and the contagious grin of Jake, its optimistic cultural hero. For more information on Life is good®, please visit www.lifeisgood.com.

About Camp Sunshine

Camp Sunshine is a year-round retreat, which provides respite, support, joy and hope to children with life-threatening illnesses and their immediate families through various stages of a child’s illness. The program is free of charge to all families, and includes 24-hour onsite medical and psychosocial support. Bereavement groups are also offered for families who have lost a child to an illness. For more information on Camp Sunshine, please visit www.campsunshine.org.

About Newland® Communities

Newland Communities has been creating desirable, livable communities across the nation for nearly four decades. With expertise in creating a special sense of community, Newland Communities brings to life the unique history, culture and traditions of the land they develop. Their active and long-term approach to community creation and development ensures delivery on their vision while responsibly managing their partners’ investment.

Headquartered in San Diego, California, Newland Communities is currently developing communities across the country in states including Florida, Georgia, North Carolina, South Carolina, Texas, California, Arizona, Nevada, Colorado, Oregon, Washington, Virginia, Minnesota and Maryland. Information on Newland Communities can be found at www.newlandcommunities.com.

Life is good Partners with Newland Communities