

C3 Entertainment, Inc. Launches ShopKnuckleheads.com Retail Website

C3 Entertainment, Inc., a privately-held, diversified entertainment company founded in 1959 by The Three Stooges®, announced the launch of its new and improved retail website <http://www.ShopKnuckleheads.com>.

September 8, 2008 (FPRC) -- C3 Entertainment, Inc., a privately-held, diversified entertainment company founded in 1959 by The Three Stooges®, today announced the launch of its new and improved retail website <http://www.ShopKnuckleheads.com>.

ShopKnuckleheads.com has incorporated SoitenlyStooges, the Official Three Stooges online store, and has updated its look and expanded its product lines beyond Three Stooges licensed products to include more of today's hottest gifts and merchandise for other classic motion picture & television celebrities from Elvis, John Wayne, The Beatles, Marilyn & Lucy to animated characters like Family Guy, Betty Boop & The Simpsons.

ShopKnuckleheads.com, selling Simply the Coolest Stuff on the Planet, carries everything from life-sized celebrity cutouts to t-shirts, coffee mugs, novelty items and collectible figurines. Working with only quality manufacturers, ShopKnuckleheads.com offers their customers superior products at great prices. 'Not only will our loyal Stooges fans still find what they've come to expect from our store,' commented C3 Entertainment President and CEO, Earl Benjamin, 'but as we continue to make improvements to the site and add more products, new fans will discover that ShopKnuckleheads.com can be their one-stop source for all their gift and collectible purchases.'

C3 Entertainment, Inc. is also planning to add interactive and social networking elements to ShopKnuckleheads.com in order to provide their customers new channels of communication and participation. 'We take our fans and customers very seriously,' says Benjamin, 'so we're committed to continuously improving their online experience. The re-launch of our retail site is only the beginning.'

C3 Entertainment is planning on making ShopKnuckleheads.com a destination site, where not only can you buy the latest t-shirt or coffee mug picturing your favorite star, but where you'll be able to connect and interact with fellow fans whether you prefer Larry, Moe and Curly or you're wild about the King, the Duke or the Zany Redhead.

About C3 Entertainment, Inc.

C3 Entertainment, Inc., home of The Three Stooges[®], is a diversified entertainment company involved in television and motion picture production, retail sales and the licensing and merchandising of The Three Stooges[®]. For more information, please visit <http://www.c3entertainment.com> and <http://www.threestooges.com>.

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