

immerse **yourself**



WYLAND

it's about  
**adventure**

**We live in a  
world of art.** Consumers

flock to it. And companies surround their products with it. Inspired by the art of nature, Wyland Worldwide has established a reputation for the highest quality fine art, gift products, books, and apparel in today's market place. Our partners include some of the world's top companies who are reaching new audiences with the Wyland name and vision, and community organizations who are making a difference. **Your journey starts now.**



**WYLAND**

**One of the most prolific and celebrated artists of our time**, Wyland has captured the attention of the world with his spectacular marine life paintings and landmark Whaling Wall murals. With half a million collectors in over thirty countries, **he has done more than any artist to raise awareness of the beauty of life on our blue planet.**



**FOUNDER,  
CEO  
ARTIST**



WYLAND

501(c)(3) non-profit Wyland Foundation, 1993

# Founder

encourages involvement in ocean conservation through classroom education programs, art and scientific research scholarships, and life size art in public places.

## GUINNESS

BOOK OF WORLD RECORDS,  
LARGEST MURAL, 1992

95 Life-size

Whaling Wall Murals, 1981-2005

seen by one billion people every year

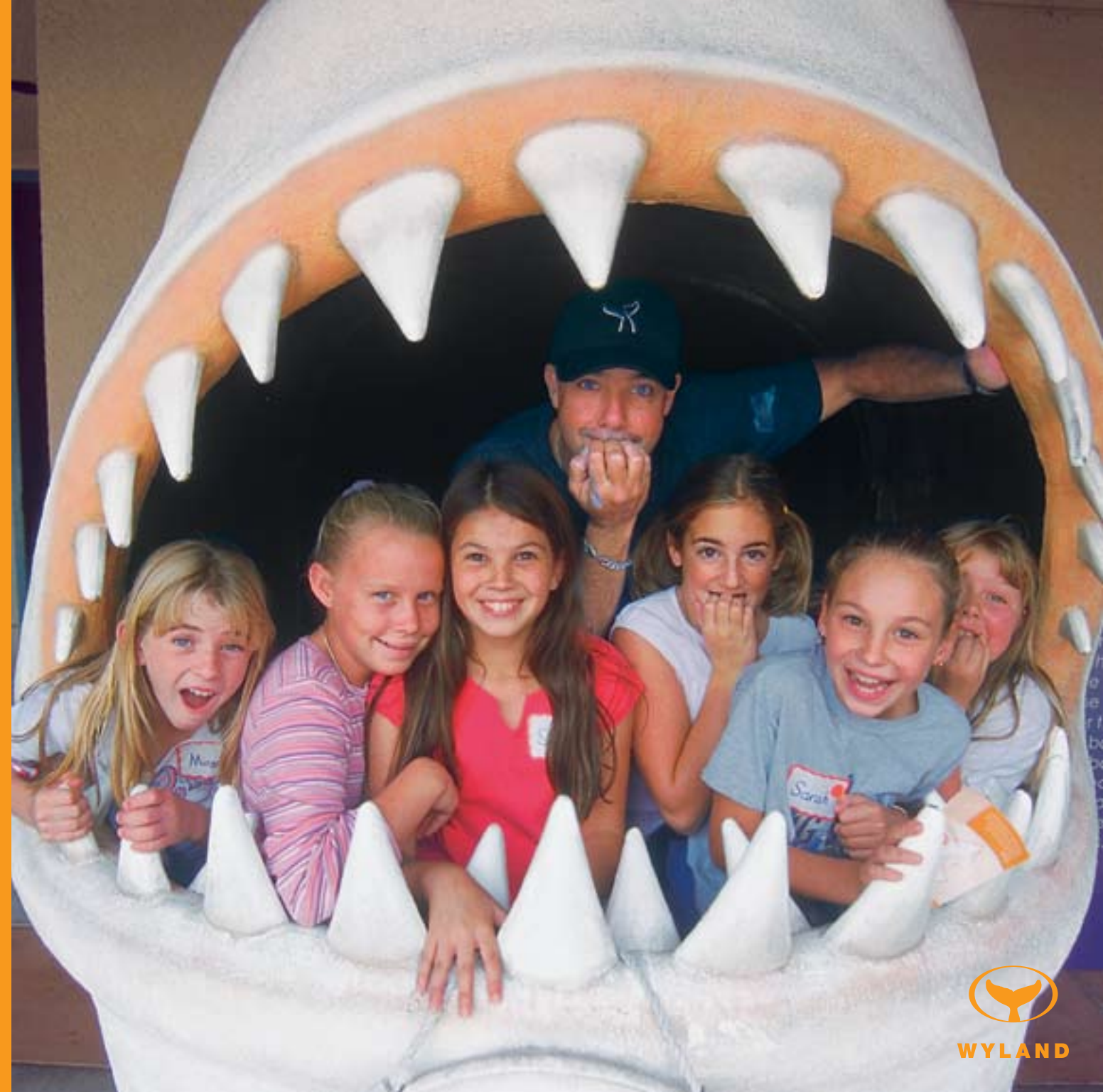
partnerships with the Scripps Institution of Oceanography (UCSD)

and the Birch Aquarium at Scripps to create the *Wyland Ocean*

Challenge, “Clean water for the 21st Century,”

a free marine art and science education program for every school in the world.

[www.wylandfoundation.org](http://www.wylandfoundation.org)



it's  
about  
**quality**  
companies

**As a  
Wyland partner,**  
you'll introduce your customers  
to an exciting new world of nature,  
art, conservation and lifestyle. Wyland  
Worldwide works with the nation's  
premier publishers, gift manufacturers,  
entertainment providers and  
product distributors.



it's about  
**reaching**  
your customers

**Wyland  
products and  
community activities  
have reached over 100  
million people in the last year**

through broadcast media and print publications  
- from Fox News to USA Weekend Magazine. Our  
40 plus art galleries across the nation are  
must-see destinations for more than  
5 million visitors every year.



WYLAND

in the news



Featured in *Tableware Today* April/May 2003



Featured on *Animal Planet-Discovery Communications Inc.*, November 17, 2006

“WYLAND IS A MARINE-LIFE MICHELANGELO” — *USA TODAY*

“Wyland has a huge following around the world.” says Ralph Wilton, marketing manager of Wilton Armetale. “It’s a real coup for us to have him on board and an honor to associate our product with such a fine artist”



Featured in *USA Weekend* June 2005



“Once you have conservation in your heart, it never leaves. If we catch [kids] early, we can have lifelong conservationists.”  
Wyland



Featured in *Personal Branding* March 2002

“Wyland is an unqualified phenomenon, with more than 40 galleries across the U.S., 200+ employees, over 500,000 collectors in 30 countries, 94 completed Whaling walls, enough books, videos, and awards to sink *Calypso*, and millions of dollars in annual revenue.”

“Kids relate to him immediately,” said Reg Hanes, CEO, the Encore Group. “He talks to them in a language they can understand, about things they care about.”



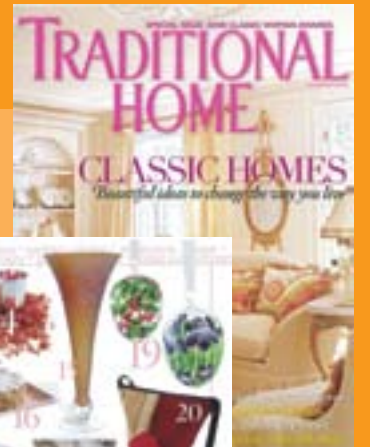
Featured in *Museums and More* spring 2005



Featured in *Interior Design* May 2004



Featured in *Traditional Home* November 2006



it's about  
**style**

**Consumer  
tastes are  
changing.**

They want brands they believe in. The Wyland name is among the most respected in the world for quality and commitment to showcasing the beauty of the world around us. Coastal, marine and nature based visitor experiences are setting new records for strong and consistent growth. A USA Today analysis has found that an estimated 41 million people – more than one in seven Americans – now reside along the Eastern or Southern Seaboard.

– USA Today, July 28, 2000



**WYLAND**

There  
is a perfect place  
in our minds. Somewhere  
pristine and untouched that rejuvenates the  
spirit. A place where we return to again and again.  
Why not bring that same sense to your home, your  
being, your style. The Wyland collection  
allows you to travel the world and live  
a life of adventure every day. Find  
inspiration in color, texture, fabric, and designs  
for your body, mind, and spirit. **Define  
your lifestyle.**



WYLAND

TABLETOP ACCESSORIES • ACCENTS  
LAMPS • LINENS • KITCHEN AND BATH  
ACCESSORIES • TEXTILES • GLASSWARE



STEM WARE • MIXING BOWLS • CENTERPIECES  
HURRICANE LAMPS • CANDLE HOLDERS  
CANDLES • SILVER SERVEWARE • FLATWARE

it's  
about  
creating  
**success**

**Working  
together with  
Wyland Worldwide** gives  
you unique leverage in today's market  
place, opening new retail channels,  
a broader consumer base and, most  
importantly, a name that touches  
the minds – and hearts –  
of today's consumers.



**WYLAND**

- \$87 million dollars in sales annually
- 95 Whaling Wall Murals seen by 1 billion people annually
- 100 -150 appearances each year on radio television and in print
- Wyland website receives 1 million hits every month
- Over 500,000 Wyland art collectors worldwide
- Wyland Waikiki, A 400 room hotel, Waikiki, Hawaii, opens 2007. New hotels scheduled for Miami, San Diego, and Sydney
- 52 half hour TV Shows for PBS in development
- Shows on Animal Planet and Outdoor Life Network
- Wyland designed “Whale Tail” auto license plate has raised over \$5 million for coastal conservation in California
- United States Olympic Team Official Licensed Artist 2008
- Ocean Challenge project with the Scripps Oceanography Institution (UCSD) and Birch Aquarium at Scripps — reaching out to 60 million kids worldwide (K-12)
- New store within a store retail program in all Busch Entertainment Corporation theme parks, such as Sea World , Busch Gardens, and Discovery Cove, beginning January 2007
- Sotherby’s — Wyland’s unique 6 feet-tall, 700 pound Mickey Mouse Statue traveled 700,000 miles across the country as part of the “Celebrate Mickey: 75 inspEARtions” tour
- Bass Pro: state of the art, traveling learning center in development with the Wyland Foundation




## Available Categories

- |                           |                      |                         |
|---------------------------|----------------------|-------------------------|
| Home Furnishings          | Baby Apparel         | Art and Craft Supplies  |
| Bed and Bath              | Kid's Rooms          | Back to School Supplies |
| Home Office Accessories   | Outdoor Entertaining | Stationery              |
| Nursery Bedding and Decor | Outdoor Sports       | Photo Albums            |
|                           | Learning Toys        | Books • Music • DVD     |

## Wyland Licensee Directory

- |                                                   |                                                 |
|---------------------------------------------------|-------------------------------------------------|
| Aloha Airlines                                    | Mead/Westvaco (Calendars)                       |
| Andrews McMeel Universal (Books)                  | Michael Weems Collection (Etched Glass)         |
| AZA (American Zoo and Aquarium Association)       | MM Fab (Fabric)                                 |
| BEC (SeaWorld®)                                   | Pin USA (Pins, Key Chains, Book Marks)          |
| Blue Water Surfboards                             | Real Networks (Electronic Games)                |
| Chammyz (After Beach Activewear)                  | Scene Weaver (Throws and Pillows)               |
| Checks Unlimited (Checks)                         | Schmidt Spiele (Puzzles)                        |
| Deluxe Checks (Checks)                            | Skin it (Mobile Phone Service)                  |
| Disney Consumer Products (Fine Art/ Collectibles) | Smart Practice (Health Care Stationery)         |
| Eaglemont Press (Adventures of Riley)             | Starlite Originals (Collectibles)               |
| The Encore Group (Collectibles)                   | Teacher Created Resources (Teaching Products)   |
| FCMint (Collectibles)                             | USAopoly (Games)                                |
| Fine Art Limited (Notecards, Posters)             | uclick (Mobile Phone Service)                   |
| Laguna Canyon Winery (Wine)                       | UNCAS (Jewelry)                                 |
| Martin F. Weber Co. (Fine Art Paints)             | Walter Foster Publishing (Books, Activity Sets) |
| Maui Divers (Jewelry)                             | Wilton Armetale (Metal Serveware)               |



The background is a solid orange color with several overlapping circles of various sizes and shades of orange. The circles are scattered across the page, with a larger one in the center and several smaller ones around it. The text is centered on the page.

A company founded by an artist that cares about children, art, education *and nature* - and we've been doing it for more than **twenty-five years.**

Wyland celebrates the **world** around us.



**WYLAND WORLDWIDE, LLC**

5 columbia . aliso viejo . california . 92656

For more information call 1 800-Wyland -0

[www.wyland.com](http://www.wyland.com)

PLEASE

