


[BRANDS >>](#)

March 2010

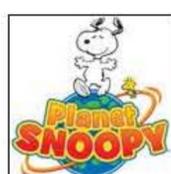
Domestic



FIRST EVER LICENSING PROGRAM FOR THE BELOVED CLASSIC GOODNIGHT MOON IS UNDERWAY
 United Media has extended its relationship with HarperCollins Children's Books by signing on to develop and to manage a licensing program for the classic bedtime story, *Goodnight Moon*, written by Margaret Wise Brown and illustrated by Clement Hurd. United Media will carefully craft a lifestyle program of Goodnight Moon merchandise that comforts infants and toddlers during the day and seamlessly transitions them from book to bed—enhancing each and every aspect of a child's nighttime ritual. Targeting newborn, infant, and toddlers, the core product categories will include apparel/accessories, domestics, room décor, gifts and infant and preschool toys. United Media also works with HarperCollins Children's Books on the highly acclaimed publishing property, Fancy Nancy.



ED EMBERLEY INSPIRES LIFESTYLE BRAND
 United Media recently partnered with Ed Emberley LLC, to broaden *Emberley's* well known "How to Draw" children's book series beyond publishing. The licensing program looks to initially focus on Ed Emberley's iconic images to create an art and design inspired "lifestyle" merchandise program. Targeting newborn thru toddler, opportunities are available in categories including apparel, accessories, toys, infant, layette, domestics, social expressions and gift and novelty.



MORE WAYS TO AMUSE YOURSELF THIS SUMMER! PEANUTS AND CEDAR FAIR EXPAND RELATIONSHIP

This summer, in time for the 60th Anniversary of PEANUTS, fans will be spending more time with their favorite characters as *Cedar Fair* brings PEANUTS by Charles M. Schulz to five additional amusement parks. Canada's Wonderland, near Toronto; Kings Dominion, in Doswell, Va.; Carowinds in Charlotte, NC; Kings Island near Cincinnati, Ohio; and California's Great America will all join in on the fun in 2010. The PEANUTS characters will be integrated into the parks through re-branding of existing kids' areas, and in some cases new rides, live shows and attractions. The PEANUTS characters have been entertaining kids of all ages for years at Knott's Berry Farm in Buena Park, California; Cedar Point and Geauga Lake's Wildwater Kingdom in Ohio; Dorney Park in Allentown, Pa.; Michigan's Adventure near Muskegon, Mich.; and Worlds of Fun in Kansas City, Mo. Be on the lookout for 60th themed events at a location near you!



POPTROPICA LAUNCHES NEW REALITY TV ISLAND

The reality television craze comes to Poptropica (<http://www.poptropica.com>), the fastest growing online virtual world for kids and United Media's new property, this month with the early access launch of "Reality TV Island." On the latest island, Poptropicans will compete with other television-obsessed contestants to win a spot on a reality TV show, "Reality TV Island." Early access to "Reality TV Island" is available now exclusively for [Poptropica members](#) before its release to the public on March 24, 2010. Every month, over seven million kids explore Poptropica's virtual islands.



DOODLE 4 GOOGLE

Paige Braddock, Creative Director and Senior Vice President at Charles M. Schulz Creative Associates, has been selected as a juror for this year's *Doodle 4 Google* competition. Each year, Google invites K-12 students to work their artistic will upon the popular website's homepage logo. This year, Google believes in thinking big and dreaming big, so they're inviting U.S. kids to exercise their creative imaginations around the theme, "If I Could Do Anything, I Would ...".



FANCY NANCY NOW IN CLAIRE'S NATIONWIDE

The *Fancy Nancy* program continues to build momentum fueled by HarperCollins incredible publishing success which includes over 10 million books sold to date. Claire's stores nationwide have joined the retailers featuring Fancy Nancy and are currently selling everything from jewelry and bags, to stationery and HBA items like this one featured here from SJ Creations. New, stupendous licensees have also come on board including HER Accessories (costume jewelry, hair accessories, wristbands, bandanas, cell phone charms), York Wall Coverings (wall décor stickers), PS Brands (sunglasses, socks, watches), and Sellers Publishing (wall calendars).



HOOPS&YOYO LAUNCH "FUN@WORK" IPHONE APP

Pssst...at your next meeting, try out the new [hoops&yoyo](#) Lingo Bingo game on your iPhone or iPod Touch...it's got all those buzzwords you love to hate (and if it doesn't, you can add your own!). It's on the new, FREE fun@work app! Play with up to four players linked by Bluetooth or Wifi. It's got hilarious videos, too! Come on, let's play!



MICHELLE OBAMA INSPIRED IRON CHEF AMERICA BATTLE GARNERS HIGHEST RATINGS EVER

A special two-hour *Super Chef Battle* aired in January featuring Michelle Obama and ingredients from the White House garden. *Super Chef Battle: An Iron Chef America Event* delivered 7.6 million total viewers and a 2.0 rating among A25-54, Food Network's highest-rated, most watched night in the network's history.



DILBERT LAUNCHES NEW LOOK, LANDS NEW LICENSEES

Dilbert is getting a fresh, new look in 2010, with new branding across all categories such as this new logo featured here. Two recent licensees that will help complete any Dilbert fan's work space just signed on including LTL Prints for self adhesive, "larger than life" wall graphics and CubeGuard for a device that prevents coworkers from entering your cubicle. New Dilbert tees by Concept One are also available now at Shopko stores.



RAINBOW BRITE SHINING AT RETAIL

A new line of 10" fashion dolls from *Rainbow Brite's* master toy licensee, Playmates, is now in store at Target, and will be at Toys R Us this spring. SaraMax has signed on to do girl's sleepwear for the brand and a line of girl's pajama sets will be available at Beall's department stores holiday 2010.



NEW BOOK FOR PEARLS BEFORE SWINE

Cartoonist Stephan Pastis's *50,000 Pearls Fans Can't Be Wrong* is one collection that is destined for the top of the charts. It is pure gold, packed with smart, sharp, and painfully honest comic strips that will rock readers with their clever insights into the human soul. The new book is set to be released on April 6, 2010.



DIRTY DANCING KEEPSAKE DVD

A special *Dirty Dancing* keepsake DVD will be released in May 2010 and the remastered film will also include bonus features such as music videos, interviews with the cast, deleted scenes, tribute to Patrick Swayze, interactive photo galleries, and more!!

International



DIAMOND SNOOPY MAKES GUINNESS WORLD RECORDS

Guinness World Records has recently certified Asian licensee TSL's magnificent diamond Snoopy as the Most Expensive Snoopy Memorabilia in the world. TSL created the piece, made up of white and black diamonds and rubies in honor of the 60th anniversary of PEANUTS. The diamond Snoopy, worth an estimated \$370,380 is touring China through March.



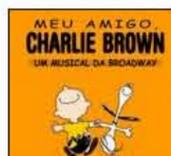
SNOOPY LENDS A HAND IN GERMANY

In Germany, PEANUTS has teamed up with Ein Herz Für Kinder, a non-profit organization focused on providing aid to children in Germany and around the world. PEANUTS licensees including United Labels, Tex-Ass, Santex, Saborn, United License Company, Carlsen, Heye Verlag, Graphic Solutions, Gesslein, Kalfany and S. Oliver have all created co-branded product featuring Snoopy, for which a percentage of all retail sales will go to the charity. To kick off the project, United Media, Charles M. Schulz Creative Associates, and PEANUTS licensing agent in Germany, CPLG, presented a 100,000 Euro check during Ein Herz Für Kinder's annual nationally televised fundraising gala.



JAPAN CELEBRATES 60 YEARS OF PEANUTS

This past fall, the 60th Anniversary of PEANUTS kicked off at Japan Fashion Week. Designer G.V.G.V. created a new addition to the popular Snoopy in Fashion dolls that have been touring the globe since their creation in the 80s. The popular exhibit, featuring Snoopy dolls dressed in fashions from the world's top designers, was on display in the Tokyo Midtown shopping district. Kiddyland's Snoopy Town Shops also joined in the celebration with new original projects commemorating the anniversary.



MEU AMIGO, CHARLIE BROWN

The Brazilian version of the Tony award winning musical *You're a Good Man, Charlie Brown* will open to the public on March 13th at the Teatro Elisabetsky Caneca in Sao Paulo, Brazil. The popular show, translated and adapted by Mariana Elisabetsky and directed by Alonso Barros, will run through July. It will tour other major cities in Brazil for the remainder of the year.

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