



BRANDS >>

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RAINBOW BRITE BLASTS BACK ONTO THE DOLL SCENE WITH A VIBRANT MAKEOVER

Hallmark Launches New Website, www.rainbowbrite.com and Playmates Toys Unveils Fashion Dolls and Horses for Spring 2010

New York (November 23, 2009) – Millions of parents who became inspired by Rainbow Brite's cheerful look and personality in the 80's can now share their favorite childhood friend with their children. Rainbow Brite blasts back onto the doll scene with a vibrant makeover, continuing to delight children with her empowering and imaginative adventures as she spreads her positive messages of courage, kindness, and hope. Hallmark has launched the official website for the latest version of Rainbow Brite, and excitement from fans is building! The new interactive www.rainbowbrite.com features animated videos, a contemporary theme song, coloring pages, wallpapers, games and more!

On the heels of the online launch, master toy licensee, Playmates Toys, is introducing the newest Rainbow Brite fashion doll collection at Toys R' Us and Target in time for Spring 2010. Led by Rainbow Brite herself, and flanked by her two loyal friends Moonglow and Tickled Pink, these gorgeous 10" dolls sport signature Rainbow fashions with magical accessories in the belt, cuffs and really cool boots! When imaginations expand, Rainbow Brite and friends can also experience whimsical adventures with their companion horse friends: Starlite, Shimmer and Sunriser. The whole gang feature long, colorful hair for endless hours of hair play. The larger iconic 15" Rainbow Brite doll brings the warmth and nurturing play pattern of Rainbow to the younger fans.

"Rainbow Brite provides children with a role model who feels empowered to make a difference in the world. In her collection as well as her digital space, Rainbow Brite will help kids develop an inner strength, while focusing on the importance of being confident and caring," says Jodi Schade, vice-president for Hallmark Properties.

On Rainbow Brite's new look, Diana Stuart, creative vice-president for Hallmark Properties, says "Rainbow Brite is returning to Rainbow Land as a 10-year-old girl after spending some years back home on Earth with her family. We wanted to bring her back older, stronger, and wiser with abilities that will speak to a new generation of kids both in the physical and virtual world. Like the original, she still appeals to children four to eight."

Stuart continues, "When we talk to fans or go to the fan blogs, they pause for a minute with the new look, and then they say, 'We always drew her a little bit older when we drew her ourselves,' and a lot of the new elements feel very right to them. The intent certainly is to keep her values very much the same as they were and very wholesome."

United Media, a leading independent licensing and syndication company, has been working with long-time partner Hallmark to build a licensing program in support of Rainbow Brite. Rainbow Brite marks the third addition to the United Media and Hallmark licensing relationship, which also includes the popular hoops&yoyo and Maxine brands.

About Hallmark Cards, Inc.

Kansas City-based Hallmark has been helping people communicate, celebrate and connect for nearly 100 years. Hallmark greeting cards and other products can be found in more than 41,500 places in the U.S. alone, with the network of Hallmark Gold Crown stores providing the very best selection. The Hallmark brand also reaches consumers online at Hallmark.com and on television through Hallmark Hall of Fame original movies and the top-rated Hallmark Channel. In addition, Hallmark publishes products in more than 30 languages and distributes them in 100 countries across the globe. The company's Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. In 2008, privately held Hallmark reported consolidated net revenues of \$4.3 billion. For more information about the company, visit <http://corporate.hallmark.com>.

About United Media

United Media is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. United Media licenses and/or syndicates properties including Peanuts, Raggedy Ann & Andy, Dilbert, Hallmark's Rainbow Brite, hoops&yoyo and Maxine, Babymouse, Dirty Dancing, Deadliest Catch, Iron Chef America, and HISTORY, the award-winning cable network and its acclaimed programming that includes the popular Ice Road Truckers series. United Media is an E. W. Scripps Company. For more information, visit www.unitedmedialicensing.com.

About The Playmates Toys Company

For over 40 years, Playmates Toys, Inc., has been among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in both the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises. Core licensed character and entertainment brands include Disney® Princesses Disney Fairies, Paramount Studios/CBS "Star Trek," Warner Bros. "Terminator: Salvation" and 4Kids Entertainment/Mirage Licensing's "Teenage Mutant Ninja Turtles" and 4Kids Entertainment "Yu-Gi-Oh." From its offices in Hong Kong, China and the United States, Playmates designs, develops, markets and distributes its products in over 60 countries worldwide.

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