



Plug-in content

June, 2009

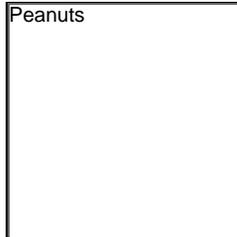
The 2009 Licensing International Expo kicks off on June 2 in its new location in the west at the Mandalay Bay Convention Center in Las Vegas. Be sure to stop by [United Media's](#) booth (#917) to check out what's happening with our entire portfolio of brands. Each property has a great story to tell and opportunities for growth.

DOMESTIC NEWS:

HALLMARK TAPPED AS EXCLUSIVE RETAIL HOME FOR THE 60TH ANNIVERSARY OF PEANUTS IN 2010

As United Media gears up for the launch of the 60th anniversary program for PEANUTS, long term partner Hallmark has signed on as the exclusive domestic retail partner for the brand in 2010.

Beginning in January, merchandise, including seasonal and everyday plush, Hallmark Keepsake Ornaments and greetings cards will be featured front of store in all Hallmark Gold Crown doors. For almost 50 years, PEANUTS has enjoyed great success at Hallmark, so kicking off this iconic celebration with such a strong and dedicated partner, who also happens to be celebrating its 100th anniversary in 2010, is sure to set the tone for this momentous anniversary.



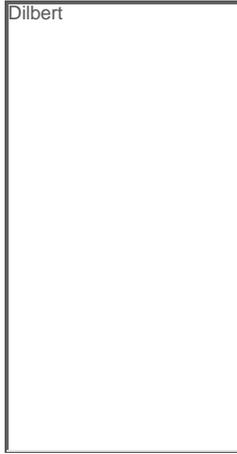
Peanuts

FANCY NANCY IS TRES MANIFIQUE!

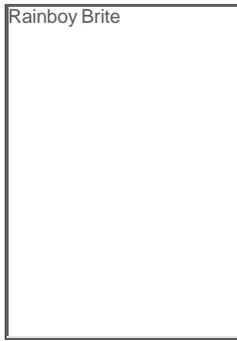
[Fancy Nancy](#) continues to garner recognition, extend retail partnerships and sign new deals. This month, Fancy Nancy received two nominations for the 2009 LIMA International Licensing Excellence Awards for Best Character Brand License – Hard Goods and Best Character Brand Program of the Year. Target and Jakks Pacific extended their exclusive partnership for Fancy Nancy dolls and role-play through April 2010! Look out for the following products at retail soon: shoes from ACI International, HBA from SJ Creations, t-shirts from Junk Food, fabric from Springs Creative Product Group and backpacks from Accessory Innovations. [www.FancyNancyBooks.com](#) re-launched in March 2009 and is now offering more games,



Fancy Nancy

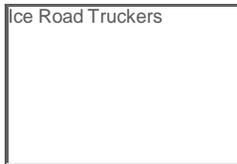


recession, layoffs and other economic woes plaguing the country, the timing of the 20th anniversary of Dilbert, the ever-funny, ever-savage satire of life in the modern workplace, seems somehow fitting. Dilbert celebrated his 20 years with lots of high-profile press including feature stories in publications such as the *Chicago Tribune* and *Contra Costa Times* as well as a national Satellite Media Tour with Scott Adams, which included 19 broadcast television interviews hitting major markets such as Cincinnati, Detroit, and San Diego. Dilbert's latest reprint book, *Freedom's Just Another World For People Finding Out You're Useless*, hit stores this spring.



RAINBOW BRITE'S TOY OFFERINGS CONTINUE TO BUILD MOMENTUM

Rainbow Brite's master toy licensee Playmates will be unveiling its much anticipated line of a contemporized fashion dolls and horses that will be available at select retailers nationwide in time for holiday 2009. Rainbow Brite plush, small dolls, large dolls, and play sets will follow at other select retailers in 2010. United Media has been working with long-time partner Hallmark to build a licensing program in support of Rainbow Brite.



HISTORIC DEALS FOR HISTORY™ AND ICE ROAD TRUCKERS

United Media recently signed several new partners for HISTORY, the award-winning cable network, including Bradford Exchange for gift and collectible items. Ronnie Sellers is developing a "This Day in Military History" page-a-day calendar, and t-shirts from Changes will feature the network's popular series *Ice Road Truckers*. Season 3 of *Ice Road Truckers* premieres May 31, 2009.

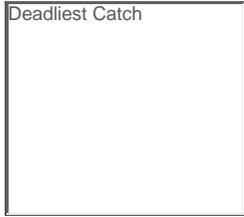


IT'S ALLLLLL ABOUT APPAREL AT RETAIL FOR hoops&yoyo

This fall, watch out for new apparel offerings from hoops&yoyo, those comical, carefree friends who never fail to find the fun in any situation. 518 Apparel has secured placement at Kmart and Wal-Mart for junior sleepwear, intimates and loungewear. NTD also recently signed on to create an entire line of pants, sweatpants, sweatshirts, fashion tops, t-shirts, tank tops for girls (twens) and juniors.

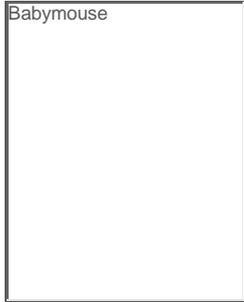


IRON CHEF AMERICA STILL HOT IN SEASON 8



DEADLIEST CATCH SEASON 5 PREMIERE HOOKS LARGEST AUDIENCE IN SERIES HISTORY

The season premiere of *Deadliest Catch* recently garnered 2.6 million adults 18-49, nearly 2.8 million adults 25-54, and 4.1 million total viewers. Catch episodes of *Deadliest Catch* every Tuesday at 9pm EST on Discovery. Get hooked!



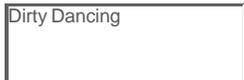
CRITICALLY ACCLAIMED RANDOM HOUSE CHILDREN'S BOOK SERIES BABYMOUSE HEADS TO VEGAS

United Media recently announced the addition of the critically acclaimed *Babymouse* publishing series from creators Jennifer L. Holm and Matthew Holm to its current portfolio. UM is working with the creators to develop a comprehensive licensing program around the popular black and pink graphic novels in the U.S. and Canada. With more than a million books in print, this popular series targets 6 - 11 year-old girls, as well as older girls who are young at heart. Initial focus will be on apparel, accessories, stationery, gift, back-to-school, interactive, toy, and craft.



PEARLS BEFORE SWINE'S RAT AND PIG AVAILABLE AT RETAIL

The popular comic strip *Pearls Before Swine* has experienced a flurry of activity in recent months. Aurora's adorably witty plush line featuring the popular characters in the strip is now available on Amazon.com, as well as other online retailers such as wishplusonline.com and allplush.com. New partner Smilemakers has also signed on to create Pearls Before Swine medical office reminder cards. And the 8th collection book entitled *The Saturday Evening Pearls* was released in April 2009. Look out for the creator, Stephan Pastis, at ComicCon in July.



HAVE THE TIME OF YOUR LIFE AT THE DIRTY DANCING STAGE SHOW

After successful runs in London, Toronto, Boston, and Chicago, the *Dirty Dancing* stage show opened in LA on May 8. Join Baby and Johnny for a night to remember.

INTERNATIONAL NEWS:



from the world's most beloved beagle, Snoopy. For two weeks, POP and a Premium with Purchase campaign swept Japan's convenience and mass/GMS retailers. Twenty four different Snoopy charms were available on-pack and were distributed at approximately 44,000 locations.

PEANUTS PUBLISHING CONTINUES TO GROW WORLDWIDE

As United Media continues to maintain and grow its PEANUTS business internationally, publishing remains a key initiative. The gift book program has grown in the European market. Uitgeverij Bzztoh has recently signed on in the Benelux, in addition to Albatros in the Czech Republic and Carlsen in Germany. Carlsen's program, which also includes comic strip reprint books and The Complete PEANUTS series, has enjoyed incredible success, as have the ones in Greece (with Erevnites) and Poland (Naza Ksiegarnia). China's Beijing Caiyuntong Science and Technology and South America's Publibook programs have also flourished. The newest program is that of Eurokids, which recently signed on as the master publisher for India.



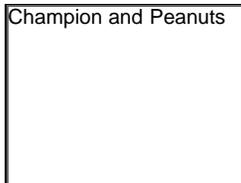
SPRING BLOOMS FOR PEANUTS IN ITALY

This spring, Preca Brummel, a leader in children's wear, premiered a collection of Snoopy apparel for girls and boys ages 0-14 at the over 100 Bimbus stores throughout Italy. Additional collections are planned for fall/winter 2009 and spring/summer 2010. Also currently in market is the second back-to-school program of gift and fashion forward products from Seven and a new greeting card program from Biembi that will run through the end of 2010.



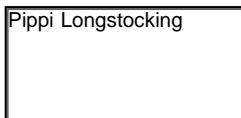
ADORN YOURSELF IN PEANUTS

PEANUTS fans are clamoring for new co-branded tees with leading sports label Champion. The tees are targeted to men, and are flying off the racks at sports stores throughout Hong Kong. Licensee Shanghai Zhenxin is enjoying equal success with a new young women's intimates line that launched this spring at over 200 stores and counters in China.



PIPPY LONGSTOCKING EXHIBITION OPENS IN JAPAN

The first large-scale Pippi Longstocking exhibition is currently being held at the World Children Art Museum in Okazaki City, Japan



and Japan including the only Pippi
illustrator in Sweden, Ingrid Vang
Nyman.

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