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**RAINBOW BRITE HEADS TO TOYS 'R US WITH AN EXCLUSIVE LINE FROM  
PLAYMATES TOYS**

**Fashion Dolls and Horses To Roll Out In Time For Holiday 2009**

New York (June 2, 2009) -- Rainbow Brite's master toy licensee Playmates Toys will be unveiling its much anticipated line of a contemporized fashion dolls and horses exclusively at Toys R' Us in time for holiday 2009, honoring the nostalgic look, indomitable spirit and energy that Rainbow Brite embodies with a trendy tween redesign that girls will adore. Rainbow Brite plush, small dolls, large dolls, and play sets will follow at other select retailers in 2010. 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.

Introduced by Hallmark Cards as an animated television series in 1984, the Rainbow Brite franchise generated \$1 billion in retail sales of dolls, toys and other licensed products. Empowering a new generation of girls to spread hope and happiness, a new innovative program launch is underway featuring Rainbow and her best friends Tickled Pink and Moonglow. Rainbow Brite marks the third addition to the United Media and Hallmark licensing relationship, which also includes the popular hoops&yoyo and Maxine brands.

Playmates Toys and Hallmark will support the Rainbow Brite product launch with character content online and in-pack and through the "Share A Rainbow" challenge, an inspiring socially-conscious program that taps kids' desire to "help" and encourages girls to channel their energies into creating a better world. Rainbow Brite's website, [www.rainbowbrite.com](http://www.rainbowbrite.com), will launch November 2009.

Rainbow Brite's refreshed design shows girls a role model who is socially-aware, inspirational and innovative. In her collection as well as her digital space, Rainbow Brite will help girls develop an inner strength, while focusing on the importance of being confident and caring about the world.

### **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 43,000 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, on newsstands through Hallmark Magazine, 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 2007, privately held Hallmark reported consolidated net revenues of \$4.4 billion. Charitable giving of \$16 million a year focuses on the well-being of children and families, vibrant arts and cultural experiences, and basic services for people in need in the communities where Hallmark operates. 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](http://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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