



Plug-in content

February, 2009

Peanuts turn 60 THE DIAMOND ANNIVERSARY: PEANUTS TURNS 60

This fall marks the kick off to the 60th Anniversary of PEANUTS. Retailers, licensees and promotional partners from across the globe will support the diamond celebration of the brand throughout the remainder of 2009 and 2010. Who knew that a strip that launched on October 2, 1950 in seven US newspapers would impact the world for decades to come? 60 years from its inception, PEANUTS now appears in over 2,200 newspapers, on itunes, through wireless and online channels, in 75 countries and in 25 languages around the world. PEANUTS animated television specials have become a global seasonal tradition and hundreds of consumer products are available for purchase in virtually all retail channels. Join United Media in celebrating this iconic evergreen's momentous year.

Fancy Nancy FANCY NANCY RECEIVES TWO NOMINATIONS FOR TOY OF THE YEAR AS ITS SENSATIONAL MERCHANDISE PROGRAM CONTINUES TO BUILD MOMENTUM

Fancy Nancy, the best selling publishing property from HarperCollins, received two nominations from the Toy Industry Association's Toy of the Year Awards in the categories of "Specialty Toy of the Year" for the Fancy Nancy Madame Alexander 18" cloth doll and "Property of the Year." In other news, Barnes & Noble is running a promotion in which consumers can buy any three children's books and purchase the Fancy Nancy Kaleidoscope for \$2.95 in stores thru the remainder of the month. And more fabulous new partners have recently joined the Fancy Nancy team including SJ Creations for HBA products, Springs Creative Group for craft kits, Accessory Innovations for backpacks, tote bags and messenger bags, and Marmellata for girls and toddler dresses and sleepwear.

Dilbert Files DILBERT MAKES SENDING HUGE FILES EASY

United Media and Scott Adams recently partnered with Sendyourfiles.com to create a Dilbert branded version of its service appropriately named www.dilbertfiles.com, which allows users to send huge files of artwork, photos, or animation across the Internet. Using Dilbert in this way makes it easy for consumers to choose from a crowded field.

Rainbow Brite RAINBOW BRITE OFFERS TWO COLORFUL PROGRAMS FOR LICENSING

United Media recently extended its long term partnership with Hallmark by adding the popular franchise Rainbow Brite to its portfolio. United Media's licensing program offers two different Rainbow Brite art treatments. The first is the classic, nostalgic '80s look which already has traction from junior apparel licensees. The second look is a refreshed, contemporary design which shows younger girls a role model who is socially-aware, inspirational and innovative. Playmates has been tapped as the master toy licensee and will unveil a contemporized line of fashion dolls, plush and role-play toys exclusively at a national retailer in time for holiday 2009. Licensees are currently being sought in the following categories: apparel/accessories, publishing, room décor/domestics, consumer packaged goods, promotions, and interactive games. Rainbow Brite marks the third addition to the United Media and Hallmark licensing relationship, which also includes the popular hoops&yoyo and Maxine brands.

hoops&yoyo hoops&yoyo HAVE "niice" NEW DEALS

hoops&yoyo, a couple of comical, carefree friends who never fail to find the fun in any situation, have recently garnered a number of new licensing partners including, among others, 518 Apparel for sleepwear, DecoPac for bakery goods, Lang for back-to-school, stationery, and office supplies, and Fundex for board games and puzzles. United Media is currently seeking licensees for consumer packaged goods promotions, QSR (targeted to teen+), room décor/domestics, accessories, HBA, food and beverage and publishing. hoops&yoyo offer a playfully irreverent take on friendship, fun times and everyday life, to appeal to the little kid inside who still loves to "come out and play".

Peanuts and Honda PEANUTS AND HONDA GO ECO-FRIENDLY

In December, Honda Japan kicked off its new "Honda Green

Maxine **MAXINE BRINGS CRABBY TO LIFE**

Maxine, the brand for women who want a champion to speak what's on their minds or for anyone who enjoys a "cut-through-the-crap" attitude, has attracted an array of new licensees in recent months, including Anagram for balloons, Bradford for totes and tabletop, Mead for notepads and calendars, and Fallani & Cohn for kitchen textiles. Licensing opportunities are still available for online interactive games, apparel/accessories, book publishing, HBA, food and beverage, consumer packaged goods promotions, and restaurant tie-ins.

El Chavo **EL CHAVO TOYS LAUNCH AT TARGET**

El Chavo's master toy licensee, Fundex, recently launched a line of toys exclusively at Target that includes plush, board games, and hopscotch in time for Three King's Day 2009. An expanding toy program is also underway at Best Buy, timed with the launch of DVDs from Xenon that support the animated series.

Ice Road Truckers **GET ON BOARD WITH HISTORY™ AND ICE ROAD TRUCKERS LICENSING**

HISTORY, the award-winning cable network, which recently appointed United Media as its exclusive merchandise licensing agent, as well as for its acclaimed programming that includes *Ice Road Truckers*, is seeking licensees in a number of categories such as performance apparel, collectibles and publishing. The third season of *Ice Road Truckers* begins June 2009.

Pearls Before Swine Plushes **AURORA TO LAUNCH PEARLS BEFORE SWINE PLUSH**

Aurora World Inc., known worldwide for its high quality and affordable gifts, will produce an exclusive plush product line for Stephan Pastis' Pearls Before Swine, the hit cartoon comic strip syndicated in more than 500 newspapers worldwide. Aurora's Pearls line will initially include seven pieces, which were showcased at Toy Fair in New York earlier this month.

Deadliest Catch **DEADLIEST CATCH CATCHES FRESH LICENSEES**

Deadliest Catch, the primetime Emmy-nominated television series, signed on new licensees Arctic Circle for adult tees, sweatshirts, headwear and novelties and Andrews McMeel for 2010 wall calendars. Licensing opportunities are now available in a variety of categories including performance apparel, accessories, novelties, kitchen appliances and food prep tools. Season 5 of *Deadliest Catch* premieres on Discovery April 2009.

JOYEUX NOEL **JOYEUX NOEL**

This holiday season, Snoopy was honored with the task of welcoming children to French President Nicolas Sarkozy's Christmas party. The event took place on December 17, 2008 in the Elysée Palace. Each child was given a Snoopy book as a parting gift.

Baby Mouse **EXCITING OPPORTUNITIES AVAILABLE FOR BABYMOUSE**

United Media recently partnered with the creators of Baby Mouse, the critically acclaimed children's graphic novel series from Random House, to build a licensing program for the brand. The program, targeting 6 – 11 year-old girls, as well as older girls who are young at heart has licensing opportunities available in categories including apparel, accessories, stationery, gift, back-to-school, interactive, toy, and craft. To learn more, take a peak at this fun [video](#) by creators Matt and Jenny Hohm. Jennifer and Matt have also been invited to participate in the LA Festival of Books, sponsored by Target. on

