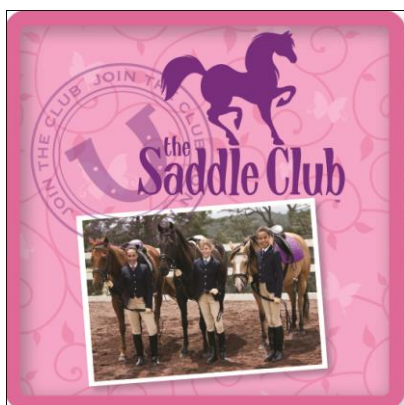




Press Release

April 2011 - Ignition Licensing



The Saddle Club

The very successful horse based book brand aimed at girls aged 5 -12 with TV coverage on **Horse & Country** and **Pop Girl Channel** looks forward to the launch of the Series 2 DVD in July from European DVD Partner, **Universal Pictures**. Universal has secured distribution rights throughout the UK, Germany, Austria, Switzerland, Italy, Spain & Portugal.

Carrots UK, (www.carrotsequestrian.co.uk) the online kids speciality equestrian retailer is on target to launch their new Saddle Club range of children's duffle bags, socks and polo shirts imminently. **Carrots** foresee great interest in the new SC range and are already in the process of creating new concepts for Saddle Club riding hat and glove sets! Saddle Club's Master Toy Partner, **Treasure Trove** continue to distribute the Breyer's Saddle Club collection of horses, figures and accessories with product lines selling through steadily in toy independents and online stores

The Saddle Club's website, which was re-launched with the emphasis on localising the site for non English speaking territories, now includes an online merchandise shop (specific to each territory), and new links to Saddle Club TV partners showing key programming information.

Ignition is also pleased to be working with **Signature Publishing**, with the aim of creating an ongoing consumer awareness programme for Saddle Club. There is a whole raft of activities and PR tie ins, including Saddle Club giveaways and competitions in the monthly "Pony" and recently re-launched "Pony Pals" magazines.



Marzipan

Marzipan, the very successful range of colourful and engaging greetings cards sold up and down the high street saw the launch of a new range of paper based products from **Robert Frederick**. Launched at Spring Fair, the new adult social stationery includes Notebooks, Ringbinders, Mini Magnetic Books, Memo Pads, Collapsible Storage Boxes, as well as children's colouring & activity books. **Robert Frederick** is already working on the second phase of product lines including melamine, dated 2012 stationery and other book formats.

Clintons have also seen a range of Marzipan themed gifting products including keyrings, photo frames and shoppers via **Only4U** for Valentine's and Mother's Day 2011.



Juicy Lucy

Juicy Lucy continues to spread “Love, Inspiration and Laughter” across the UK high street. The brand which has now sold over 4 million cards and gifts across the UK sees collections of Everyday Birthday Cards and Occasions cards launching in WH Smiths, Sainsburys and Asda.

Other high street news includes Sainsburys which launched exclusive gifting lines for Valentine’s Day and Mothers Day expanding on the everyday gifting ranges which have been in 130 stores since August 2010. The Juicy Lucy celebration cake is achieving strong sales in Sainsbury. Created by **Greencore**, the cake continues to be a firm favourite with a universal appeal for little girls to ladies of all ages!

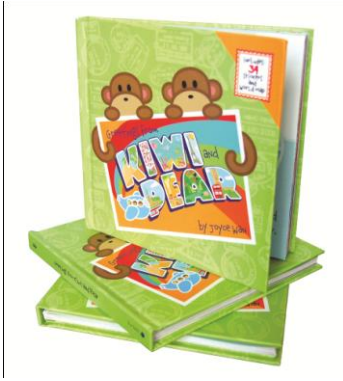
CTI Balloons have now launched a range of five x 18” and 2 x 9” celebration balloons. The 9” air inflated design’s are now on sale in W H Smiths, Clintons, Birthdays and for Mums Day featured at online florist: www.floric.co.uk.

Kids’ housewares supplier **Shreds**, have also now launched their gorgeous range of Juicy Lucy children’s tabards, mini tote bags and fairy aprons and tea towels and are now on sale in Dunelm and independents nationwide.

Print on demand greetings card giant, www.funkypigeon.co.uk launched first quarter 2011, a range of Valentine’s Day, Mother’s Day, Easter and cards for various occasions.

Promotional opportunities include “**Practical Parenting**” for the May edition. The magazine features a fab Juicy Lucy cover mount pack of greetings cards and will be on sale exclusively in WH Smiths in April.

Overseas licensing opportunities for the brand sees the first Juicy Lucy South Eastern Asian licensees on board with “**Body Dream**” signing for apparel and “**Elite**” for gifts, stationery and bags.



Kiwi and Pear

Kiwi and Pear is the very popular line of greeting cards featuring the two adventurous monkeys wrapped in an endless hug. The cards created by American born artist, Joyce Wan are sold in hundreds of stores worldwide.

The Kiwi and Pear licensing programme expanded this year with the launch of an iPhone app from **Zephyr Games**, a New York City based independent game development company. Based on the Kiwi and Pear card designs, the app designed for pre-schoolers featured the two monkeys on a worldwide adventure. The app launched in February of 2011 and has received fab reviews from “mommy bloggers” all over the world! Appearing under Apple’s “What’s Hot” section when first launched, a new lite version has now been created, which is free to download and includes the interactive storybook with the pay version having the added benefit of featuring the full gaming experience.

The first Kiwi and Pear children’s book “Greetings From Kiwi & Pear” launched last year in the USA through **Scholastic**. Two new gift book titles “You are Cupcake” and “We Belong Together” launch in September 2011.



Fraggle Rock

Fraggle Rock with its 25 years of classic history, featuring zany & diverse, cave dwelling characters that sing and “dance their cares away” sees the licensing programme gather pace for the UK. **Manhattan Toy Co** now add Harrods, Hamleys, and Forbidden Planet to the growing band of independent toy & gifting shops for their puppets and plush. Discussions are also taking place with a number of online entertainment retail stores. Manhattan have also now launched a new range of 5” “bobblehead” plush featuring Red, Gobo and Wembley. **Hype** see their greetings cards ranges extended in Paperchase and Waterstones, as well as key independents. **Loud Clothing** has now launched three designs of tees into Play.com and clothing independents. Loud will also be launching the t-shirts on their consumer website www.loudclothing.com **Lionsgate Films** worldwide DVD partner for Fraggle Rock has now launched the Season 2 (4 disk box set) DVD on the 21st February 2011 along with the animated version of the show and snazzy Fraggle Rock themed underwear will hit Primark stores in May courtesy of character clothing licensee Somerbond.



Precious Moments - “Sharing the Gift of Love”

Precious Moments Inc has recently appointed Ignition Licensing. “Heartfelt emotions and messages of “love, caring & sharing” form the core of iconic US brand and gives us a perfect platform for UK launch” says Sam Booth at Ignition. Launched in the early 1970s in North America, **Precious Moments** has experienced 30 years of classic brand evolution and is still growing year on year internationally.

Appealing to women aged 18 – 49 and young mums, the brand expanded out of its North American heartland in 2000 to encompass South & Central America and South East Asia via sub agents. It now has over 100 licensees worldwide and is worth US\$350 million annual sales at retail. Over 25 million Precious Moment books and 100 million Hallmark greetings cards sell in North America and Precious Moments Inc themselves produce and sell an extensive range of 3D figurines and ornaments celebrating life’s experiences.

Ignition has been appointed to help Precious Moments Inc re-launch and build the brand in the UK. Core product categories include publishing, toys & games, greetings, stationery, gifting and apparel.



Big Cook Little Cook – A tasty journey of food discovery and story-telling for pre-schoolers!

Created by Top TV Productions, this universally popular pre-school brand launched on CBeebies in February 2004, continues to be popular viewing with 2 – 5 year girls and boys and their parents/carers.

BCLC is a unique pre-school cookery show with each of the 100 x 20 minute episodes currently airing twice a day, every day on CBeebies. Activities from the show also feature in the **CBeebies Weekly and Toybox** magazines.

Each show features a fantasy character who visits the BCLC cafe, a sweet, savoury or fruit based recipe and an integrated story from a real world location where Little Cook flies off on his wooden spoon to source ingredients.

The show combines humour, problem solving, teamwork, story-telling & songs and encourages children to have an active interest in food and to discover where food comes from.

The first DVD, "We Love to Cook" gained the largest DVD sales since the Teletubbies and the show has a cult following on You Tube for both children and the student population. BCLC provides an excellent opportunity for children and younger adults to have fun learning important life skills! Licensing categories include toys & games, publishing, interactive, homewares, apparel & accessories and food!

For more information on Big Cook Little Cook contact Sam Booth at Ignition Licensing on 01932 826274 or email us at enquiries@ignitionlicensing.com



Izak – “Fashion Designer to the Stars”

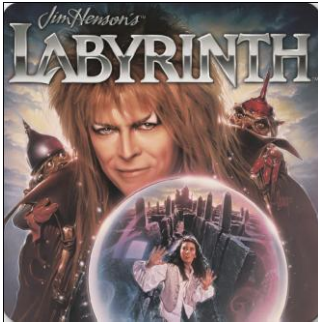
Despite its revered history, fashion illustration remains a relatively unsung art form and **Izak Zenou**, originally a fashion designer turned illustrator has beautifully brought this style of capturing everyday women to life.

Izak's taken his artistic inspiration from the eras of Audrey Hepburn and Toulouse Lautrec and his association with exclusive brands and high end publications has enabled him to work with a wide and impressive range of clients who turn to him for their advertising, promotional materials and editorial content

His international client base includes stylish window dressing for La Samaritaine in Paris and for the last ten years, Henri Bendel in New York where their windows are adorned with Izak's engaging scenes of both Parisian and American fashion and style.

Izak's work has also been published in key fashion bibles such as Vogue, Elle, Marie Claire, Instyle magazine and The New York Times. His work also has mass appeal and the licensing programme commenced in the US with Stationery, Accessories & Apparel hitting stores from Spring 2010 Izak's timeless designs are also making waves in the Far East with five very successful solo shows in Printemp, Japan since 2010.

Izak's creative style speaks for itself and lends itself to many licensing categories including Stationery and social stationery/greetings, publishing, apparel & accessories and gifting.



The Jim Henson Company – Labyrinth, Farscape & The Dark Crystal

With all things retro at the moment, the three fantasy & sci-fi films produced by The Jim Henson Company are experiencing a comeback in the minds and hearts of everyone loving an eighties revival.

Recognised as groundbreaking and wildly ahead of its time, Labyrinth created in 1986 will be celebrating its 25th anniversary from July 2011 to July 2012. Produced by the Jim Henson Company with creatures brought to life by the Jim Henson Creature Shop, Labyrinth's dedicated fan base has grown over the years and the film is enjoying a continued success as a classic.

Ignition has signed up online retro retailer, www.trufflesuffle.com to launch a range of Labyrinth t-shirts summer 2011.

The Dark Crystal

The Dark Crystal created in 1982 was the first all puppet full length feature film. Travelling back in time the Creature Shop worked to build animatronics and soft puppets for this film and is a must see classic of its time. A sequel titled the "Power of the Dark Crystal" is currently in development at the Jim Henson Company. Watch this space!

Farscape

88 episodes of this Jim Henson series were created and ran from 1998 to 2002. The epic adventure Farscape was an award winning sci fi production that became a firm favourite the world over. Named by TV guide as one of television's best cult shows ever and known for the overwhelming fan based campaign that led to the mini-series, Farscape has continued to find new audiences as it airs in syndication and is available on DVD around the world.

For more information on any of the Ignition brands please contact Sam Booth on 01932 826274