

9 Story Entertainment Assembling *Almost Naked Animals*™ Licensee “A” Team

TORONTO -- September 15, 2011 --- 9 Story Entertainment announced today it has signed license agreements with Freeze, a division of Central Mills Inc., and ABG Accessories for its new hit TV series *Almost Naked Animals*™. The series, produced by 9 Story Entertainment, launched on Cartoon Network in June of this year and is stripped daily at 4:00 p.m. EST, again Thursdays at 6:30 p.m. and Sundays at Noon. The license agreements were procured through The Licensing Shop Inc. which manages the licensing business for 9 Story.

Based on the quirky designs of popular books’ illustrator, Noah Z. Jones, *Almost Naked Animals*™ is a fast-paced animated comedy featuring a lovable bunch of hospitality-challenged, underwear-clad animals, who run a beachfront resort hotel called the Banana Cabana- home to fun loving mayhem.

Freeze has secured rights for t-shirts, fashion tops and hoodies in all sizes while ABG has secured the rights for cold weather accessories, Spring & Summer cut and sewn headwear, and rainwear including umbrellas and slickers. Both agreements are for the US market only.

Speaking of the new license agreements, Natalie Osborne, EVP Business Development for 9 Story Entertainment said: “*Almost Naked Animals*™ is a property with such strong character designs that people laugh out loud on first sight. It’s not surprising that our first license agreements are from the fashion industry. We are thrilled to have these successful licensees, who are leaders within their respective product categories, jump onboard!”

Kim Cauley of Freeze added: “We loved *Almost Naked Animals*™ immediately. The designs are so funny and original that they could stand on their own. The great TV exposure is really gravy!”

Michael Brett added: “When we returned from the Licensing Expo, it was unanimous amongst my creative design team that we should secure the rights to *Almost Naked Animals*™. It’s rare to get that kind of support and enthusiasm so early in the process. We’re excited!”

Both licensees plan to launch product lines in 2012 and 9 Story Entertainment is set to announce additional partners in the very near future.

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9 Story Entertainment is one of the industry’s leading producers and distributors of award-winning content for young audiences around the world. With an extensive animation studio in Toronto, 9 Story has over 150 creative and production staff, and has produced more than 500 half hours of quality children’s and family programming, seen on some of the most respected children’s channels and platforms around the world. The company’s distribution arm, **9 Story Enterprises**, offers a rapidly growing catalogue which includes several beloved brands such as *Wibbly Pig*, *Harriet the Spy: Blog Wars* and *Wild Kratts* in addition to innovative new series such as *Almost Naked Animals* and *Survive This*. Their much anticipated new shows include the delightful *Daniel Tiger’s Neighborhood*. www.9story.com