



## **NEW LICENSEES JOIN DINO DAN™ MERCHANDISE PROGRAM**

*New Partners Join Larger Roll-out of Dino Dan Licensed Products for Holiday Season*

TORONTO – May 31, 2012 – Breakthrough Entertainment and Sinking Ship Entertainment announced today the appointment of two new licensees for the successful Nick Jr. TV series' *Dino Dan*: Fiesta Toys ([www.fiestatoy.com](http://www.fiestatoy.com)) for plush toys and Hybrid Apparel (<http://www.hybridtees.com/>) for T-shirts. The deals were brokered by The Licensing Shop Inc. They join partners such as Ruckus Media (e-books), Ncircle Entertainment (DVDs), Pioneer Balloons and Geoworld (toys). Breakthrough Entertainment also announced the extension of their license agreement with Musictoday, a Live Nation company, for the official *Dino Dan* merchandise store, [www.dinodan.shop.musictoday.com](http://www.dinodan.shop.musictoday.com). The [Official Dino Dan Store](#) offers a wide range of *Dino Dan* branded merchandise including apparel, toys, DVDs and accessories.

*Dino Dan* episodes are broadcast over 24 times weekly in the US market and have remained a top-rated series since its premiere in October 2010. The trailers alone for the series have become a YouTube.com hit with over 2.3 million views. Previously it was announced that Nick Jr. (US), TVO (Canada), and YOOPA (French Canada) have ordered a second season of the award-winning TV series, which will contain an additional 52 episodes (11 minutes each). The new season is currently in production.

*Dino Dan* follows the adventures of paleontologist-in-training Dan Henderson and his friends, as he uncovers clues about the past and secrets of the dinosaurs. The show combines live action with state-of-the-art CGI dinosaurs.

---

For more information:  
Nancy Fowler, The Licensing Shop Inc. + 416 322 7300 x 202; [nancy@thelicensingshop.com](mailto:nancy@thelicensingshop.com)