

**For Immediate Release**



## **Moose Toys Announces License Agreement with eKids** *Launching an innovative line of Shopkins Youth Electronics*

Los Angeles, CA—December 22, 2016-- MOOSE TOYS is thrilled to announce the signing of a license agreement with KIDdesigns and their eKids brand. eKids will bring the magic of Shopkins' small, collectible toys to innovative, interactive youth electronics products later this year. They have incorporated many of Shopkins' adorable characters into a variety of fun products including volume limiting headphones, karaoke machine with microphone, walkie-talkies, singalong microphone and an adorable purse-shaped boom box. The agreement, brokered by The Licensing Shop Inc., covers North America, the United Kingdom, Benelux, the Nordics, Iberia, Italy, Germany, France, and Eastern Europe.

"We are very excited to partner with Moose Toys on this new Shopkins initiative" says Marcos Zalta, Executive Vice President for eKids. "Combining the strength of decades of experience in youth electronics with the immense popularity of Shopkins results in a product line that is a win win for consumers and retailers alike."

Since its 2014 launch, Shopkins has become a global phenomenon with each season offering more than 100 different Shopkins characters to collect, complemented by a line of Shoppies dolls. Its animated webisode series has amassed nearly 180 million views on YouTube and the Shopkins 12-Pack was the number one selling toy in the U.S. in 2015, [according to The NPD Group](#). Shopkins remains the top girls' toy and license in major categories such as apparel, room décor, sleepwear, and others.

Nicole Hardiman, Head of Licensing who oversees the global licensing program at Moose Toys adds, "We are excited to be announcing this license agreement with KIDdesigns and are loving their products currently in development. We know our Shopkins fans will enjoy these quality, fun and interactive products."

Shopkins recently won the 2016 LIMA Award of Excellence for 'Best Toy Character License,' as the licensed merchandise program has generated more than \$1 billion in retail sales since inception.

### **About Moose Toys**

Moose Toys is a global toy company with offices in the US, UK, Hong Kong, China and the head office based in Melbourne, Australia. This award-winning company is known for designing, developing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. Moose has products in all toy categories including collectibles, arts and crafts, activity toys, dolls, novelty items and outdoor products, and has brought joy to kids worldwide with successful products such as Mighty Beanz, Beados, Aqua Sand and The Trash Pack™. In 2015, Moose expanded several major product lines, including Shopkins™, the hottest collectible line of grocery and fashion themed characters; Little Live Pets, electronic pets that come to life in the palm of your hand; as well as line extensions for Beados craft activity sets. The company also introduced Qixels, the first "craftstruction"

activity that allows kids to create pixelated worlds of monsters, warriors and more. Moose Toys has scored numerous coveted toy awards from industry experts and major retailers. The Shopkins Scoops Ice Cream Truck was awarded the 2016 "Girls Toy of the Year" and the Shopkins Small Mart playset was awarded the 2015 "Girls Toy of the Year" by the Toy Industry Association. Visit [www.moosetoys.com](http://www.moosetoys.com) for more information.

### **About KIDdesigns**

KIDdesigns/eKids is a supplier of cutting edge electronics with over 60 years' experience manufacturing, marketing and distributing Consumer Electronics in North America and Europe. Working in collaboration with top licenses from Disney, LucasFilm, Marvel, DreamWorks, Universal, Hasbro and more, KIDdesigns/eKids brings your favorite characters to life on innovative electronic toy and Youth Electronics products with characters from mega hits Frozen, Cars, Spider-Man, Star Wars, Shopkins, Minions and many more. The result is a line of innovative speakers, microphones, boom boxes, headphones, walkie talkies, Karaoke recording studios and other products utilizing state of the art technology. KIDdesigns/eKIDS' line of youth electronics appeals to fans and collectors of all ages looking for quality electronics featuring the iconic characters they love.

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