



**The Licensing Shop Appointed Licensing Agency for
New Animated Feature Film “*La Guerre des Tuques – 3D*”**

Announces Seven New Licensees

Montreal, CANADA – February 12, 2015 – Today, Marie-Claude Beauchamp, President of CarpeDiem Film & TV Inc., announced the appointment of The Licensing Shop Inc. as the exclusive merchandising and licensing agency for their new children’s feature film *La Guerre des Tuques-3D™*.

This new animated 3-D feature film is a remake of the 1984 classic, *La Guerre des Tuques*. The original film is part of Quebec’s cultural patrimonial history. It won the Canadian Golden Reel in 1984 for the biggest box office gross of the year and was sold into more than 125 countries. It has been broadcasted every year on Tele-Quebec on Christmas Eve and watched by more than 300,000 viewers annually.

Hitting the ground running there are 7 new licensees on board as follows:

- Imports Dragon – master toy
- Bayard Canada Livres inc– master publishing
- Ketto Designs – back packs, back-to-school stationery products
- Kombi Sportswear – cold weather accessories
- Lady Sandra – home décor
- Hunter Canada – pet gear, housewares, souvenir products, holiday ornaments, crazy carpets
- Allstar Vending – vending novelty products
- Apparel and promotional partners to be announced shortly

The film is scheduled to be released in December 2015.

About CarpeDiem Film & TV, Inc.

Created in the spring of 2004, CarpeDiem is a media entertainment company which focuses primarily on the family market. The skills and depth of experience of its founder Marie-Claude Beauchamp allows CarpeDiem to go from live action productions to 2d / 3d / stereoscopic animation to productions blending live action and CGI. Whether feature films, television series, mobisodes, web and mobile games, CarpeDiem delivers top-quality programs that satisfy the most demanding viewers from three years old to one hundred three. <http://www.carpediemfilmtv.com/>

About The Licensing Shop Inc. (TLS)

The Licensing Shop is a brand licensing agency specializing in the strategic development of consumer products based on entertainment, talent and fashion brands. Founded in 2006 by Stephen and Nancy Fowler, The Licensing Shop’s key expertise is helping its clients to focus on extending their brands into successful licensed merchandise programs. www.thelicensingshop.com

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