

**FOR IMMEDIATE RELEASE**

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**Feld Motor Sports<sup>SM</sup> Announces Expanded International Consumer Products Licensing Agency Representation for Popular Monster Jam<sup>®</sup> Property**

**AURORA, Ill.** (June 7, 2010) – Feld Motor Sports<sup>SM</sup> Inc., producer of Monster Jam<sup>®</sup>, the world's largest and most popular monster truck property, is expanding its international licensed consumer products business by signing two new agents in Canada and Latin America.

The Licensing Shop, based in Toronto, Canada, has been appointed to represent the merchandising and licensing program for Monster Jam in Canada.

"We are truly excited to be a part of continuing to build the Monster Jam brand in Canada," said Steve Fowler, President of The Licensing Shop, Inc. "Boys and families are passionate about monster trucks and Monster Jam is *the* evergreen brand which has captured that audience. We have been brainstorming some big ideas for Canada with Feld Entertainment and we can't wait to get started."

Monster Jam has a strong Canadian tour scheduled for 2011, when nearly a quarter of a million fans will attend Monster Jam live events at some of the country's premium stadiums and arenas in Toronto, Edmonton, Calgary, Winnipeg, Halifax, and more. In addition, Monster Jam airs year-round in Canada on SPEED TV.

Feld Motor Sports has also recently granted Tycoon Enterprises, based in Mexico City, additional territory rights, expanding their representation of Monster Jam into Central America and South America. Tycoon will now represent Monster Jam's merchandising and licensing program for Mexico, Belize, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama, Columbia, Venezuela, Ecuador, Chile, and Peru.

"We are delighted to be working with Feld Entertainment on Monster Jam, an outstanding and increasingly popular entertainment concept in Latin America," said Elias Fasja, President, Tycoon Enterprises. "We've been very impressed at the response of audiences in Costa Rica and Panamá following the recent Monster Jam events and their surrounding marketing buzz! We expect this trend to continue, as Monster Jam progressively expands its presence in the region, while we bring in our licensing experience and business acumen to create new retail opportunities. We feel privileged to be playing a now expanded role for Feld Entertainment, covering Mexico, Central America and such a large portion of South America. We look forward to much success together."

Monster Jam live events successfully launched in Latin America in 2008, and the tour continues to expand in the territory, with sold out performances in Costa Rica, Panama, and Mexico. Monster Jam's television partners in these territories include Canal 7 es Televisora de Costa Rica, RPC, and TV Max.

"Signing The Licensing Shop in Canada and expanding Tycoon's rights into Central America and South America is a further testament to Monster Jam's continued live event and television growth outside of the United States, which will help expand the retail licensing program," said Mark Abernethy, Sr. Director, Brand Marketing for Feld Motor Sports. "Monster Jam has a strong stable of domestic and worldwide consumer products licensees, and we look forward to rapidly growing our licensing business in Canada and Latin America."

Canadian Monster jam licensing inquiries should be directed to Nancy Fowler - [nancy@thelicensingshop.com](mailto:nancy@thelicensingshop.com).

Latin American Monster Jam licensing inquiries should be directed to Dalia Benbassat - [dalia@tycoon.mx](mailto:dalia@tycoon.mx).

Domestic Monster Jam licensing inquiries should be directed to Allison Lort – [alort@feldinc.com](mailto:alort@feldinc.com).

### **About Feld Motor Sports™**

Feld Motor Sports, Inc. is the world leader in specialized arena and stadium-based motor sports entertainment. Feld Motor Sports, Inc. productions include Monster Jam®, Monster Energy® Supercross, AMA Arenacross Series, Nuclear Cowboyz™ and IHRA® Nitro Jam®. Feld Motor Sports, Inc. is a division of Feld Entertainment, the world's largest producer of live family entertainment. For more information on Feld Entertainment, visit [www.feldentertainment.com](http://www.feldentertainment.com).

### **About The Licensing Shop**

The Licensing Shop Inc. is a Toronto-based licensing agency specializing in the licensing, merchandising and promotional rights of entertainment brands. It was founded in January 2006 by Stephen Fowler, former President of 3DO Europe, and Nancy Fowler, former Vice-President of Worldwide Licensing for Viacom Consumer Products and President of DIC Consumer Products based in Burbank California. For more information, visit [www.thelicensingshop.com](http://www.thelicensingshop.com).

### **About Tycoon Group**

Tycoon Group is a one of a kind consortium of Marketing and Entertainment companies that aligns Licensing & Merchandising, Music & Homevideo, Live Events, and Lifestyle & Wellbeing, grouped together under one roof. Tycoon's vision has shaped the Licensing business in Mexico since its inception 20 years ago; and through the opening of extended offices in the Region and key partnerships with equal milestones in Brazil and Argentina, Tycoon offers today the most impactful and consistent operation in Latin America. Tycoon Enterprises, the L&M branch of the Group, holds today a strategic portfolio of diversified but carefully selected properties of film, TV, sports and lifestyle brands, covering all age groups and demographics, and maintains leadership through a network of strong relationships and good practices. Additional information is available at [www.tycoon.mx](http://www.tycoon.mx)