

For Immediate Release



Moose Toys Announces New Shopkins™ Licensees for USA & Canada

Melbourne, AUSTRALIA – December 04, 2014 – Moose Toys announces an impressive group of licensees joining Shopkins' licensed merchandise program for the US and Canadian market. The new deals were brokered by The Licensing Shop Inc. and products licensed include the following:

- Scholastic Inc.: Global English-language publishing
- Group Modus: Global French-language publishing
- Pressman Toys: Board games and puzzles for US and Canada
- Boston America: Novelty candies packed in tins and boxes for US and Canada
- Imports Dragon: Plush toys for US and Canada
- Bulls I Toys: Novelty toy products, trading card games for US and Canada
- Creative Kids: Back-to-school stationery, art activity, craft products, USB flash drives for US and Canada
- Danawares: Tabletop, storage, camp chairs and fashion accessories for Canada
- Bedding, apparel, bags, stickers and room décor categories are soon to be announced

About Shopkins

Shopkins hit retail shelves in June 2014 instantly exceeding sales expectations. The results have been outstanding with product flying off shelves and selling out in stores nationwide in a matter of weeks and online in as little as 24 hours. As a result, retailers are scrambling to secure stock, with retailers doubling their orders and flying product in for the holidays. The Shopkins' tag line of "once you shop, you can't stop" seems to be translating into reality.

In addition to the brand's retail success, the Toy Industry Association of America (TIA) recently announced that the Shopkins Small Mart Playset received a coveted Toy of the Year Award nomination for Girl Toy of the Year. Shopkins has also been recognized with top toy industry awards, including TTPM's Holiday 2014 Most Wanted List, Toy Insider "Hot 20" for 2014 and Savvy Auntie Coolest Toy Award 2014.

Shopkins are the super cute, miniature, grocery-themed collectibles that are inspired by products from aisles in the grocery store and come with adorable shopping bags and baskets. With over 7.3 million views on Shopkins YouTube and over 67 million views on videos posted by the top 5 independent toy reviewers, Shopkins is shaping up to be Moose's biggest brand ever.

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