



For Immediate Release

## **Moose Toys Latest Hit Toy Shopkins™ Heads into Consumer Licensing**

**Los Angeles, USA** – September 2, 2014 – Today, Moose Toys announced the appointment of The Licensing Shop Inc. as their exclusive merchandising and licensing agent for their hit new girl toy product line *Shopkins™* for the United States and Canada.

Shopkins hit retail shelves in June 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 one major retailer doubling their orders. The Shopkins' tag line of "once you shop, you can't stop" seems to be translating into reality.

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 1 million views on Shopkins YouTube in less than 6 weeks and over 5 million views on videos posted by independent toy reviewers, Shopkins is shaping up to be Moose's biggest brand ever.

"We are thrilled to be working with The Licensing Shop again," said Paul Solomon, Co-Ceo of Moose Toys. "They helped us to build a robust licensing program for The Trash Pack so we know they'll be able to ride the wave of another toy phenomenon."

The Licensing Shop's President Steve Fowler adds, "We are honored to be selected to represent this fun toy brand. Moose Toys are renowned for their creativity and we have been very impressed with their commitment and support towards building a comprehensive licensing program for Shopkins."

### **About Moose Toys**

**Moose Enterprise** is the premier Australian toy design and development company with over 20 years industry experience. A top five manufacturer in the domestic market and Australia's #1 toy exporter, Moose's products are sold in over 75 countries. This global organization prides itself on design, innovation and quality. [www.mooseworld.com.au/](http://www.mooseworld.com.au/)

### **About The Licensing Shop Inc.**

**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](http://www.thelicensingshop.com)

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