

For Immediate Release



## Moose Toys Announces New Trash Pack™ Licensees

**Melbourne, AUSTRALIA** – January 24, 2013 – Moose Toys announces new licensees in the amusement and vending category who will be joining *The Trash Pack* licensed merchandise program in the U.S and Canadian markets. The new deals were brokered by **The Licensing Shop Inc.** and include the following licensees:

- **Toy Factory:** Amusement plush, pillows, rubber balls and novelty hats
- **All Star Vending:** Vending machine stickers, temporary tattoos, toys and novelty

These licensees will join previously announced partners such as **Activision** (video games) **Parragon Books Ltd.** (master publishing), **Pressman Toys** (games, puzzles), **Candyrific** (candy, chocolates), **Accessory Innovations** (bags, lunch bags, and luggage), **Mad Engine** (T-shirts) and **Rasta Imposta** (Halloween costumes), **Pioneer Balloons**, **Bulls I Toys** (impulse novelty), **SIG Apparel** (sleepwear) and **X-Treme Worldwide** (apparel).

*The Trash Pack* continues to experience immense success since the first series launched in 2011. Recently Moose Toys launched the 3<sup>rd</sup> series and the toy line is listed in all major retailers. Moose Toys has sold over 66 million Trashies worldwide and plans to expand the line in 2013 with new playsets including the new *Ultimate Fighting Trashies* (UFT) launching this Spring, new trading cards and of course the 4<sup>th</sup> series of *The Trash Pack* collectible toys later in the year.

### **About Moose Toys**

**Moose Toys** 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/)

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