

For Immediate Release



## Moose Toys Announces New Trash Pack™ Licensees

**Melbourne, AUSTRALIA** – May 14, 2012 –Moose Toys announces several additional licensees joining The *Trash Pack* licensed merchandise program in the US market which already includes previously announced partners such as Parragon Books Ltd. as the master publishing partner for the brand. The new deals were brokered by The Licensing Shop Inc. and include the following licensees:

- Pressman Toys : US and Canadian rights for board games and puzzles
- Accessory Innovations: US rights for back packs, bags, hosiery, cold weather accessories, lunch bags and headwear
- Mad Engine: US rights for T-shirts and fashion tops
- Bulls I Toys: US and Canadian rights for impulse novelty toys

After *The Trash Pack's* immense success last holiday season selling more than 10 million Trashies™ worldwide, the gross gang in your garbage is back in 2012 with barrels of disgusting fun for kids of all ages! In addition to launching Series 2 this spring, which features new orange bins, 168 new collectible *Trashies*, and new special edition Moldy *Trashies* to collect and trade, Moose is bringing children even more garbage-inspired products in 2012 by extending the brand to include licensed goods, including apparel, publishing, backpacks and more. *The Trash Pack*, a collection of icky characters named after all the delights one might find in their trash can, sold out across the U.S. and was the number one toy in the boys' collectible category at Toys“R”Us during the 2011 holiday selling season. Moose expects to sell more than 100 million *Trash Pack* units globally in 2012.

### **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/)

###

### **For Further Information:**

For Moose – Contact Tamara Stewart at +61 3 9579 7377 or [tamara.stewart@moosetoys.com](mailto:tamara.stewart@moosetoys.com)  
For TLS -- Contact Nancy Fowler at +416 322-7300 ext. 202 or [nancy@thelicensingshop.com](mailto:nancy@thelicensingshop.com)