

For Immediate Release



## **Moose Toys Announces 16 New Shopkins™ Licensees for USA & Canada**

**Melbourne, AUSTRALIA** – April 24, 2015 – Moose Toys announces 16 additional licensees joining Shopkins’ licensed merchandise program for the US and Canadian market bringing the total licensee count to 25. The new deals were brokered by The Licensing Shop Inc. and products licensed include the following:

- The Bridge Direct – Construction toys & activities
- Bentex Group – Fashion tops, t-shirts (mass)
- Mighty Fine – Fashion tops, t-shirts (mid-tier/specialty)
- Intimo – Sleep & lounge wear
- Global Design Concepts – Bags
- Ashko Group - Footwear
- Jay Franco – Bedding, linens
- Jakks Pacific, Inc. (Disguise) – Halloween costumes
- Ashtel – Oral care
- Trends International – Posters
- Tech 4 Kids – Novelty lighting
- Cardinal Games – Co-branded games
- Mrs. Grossman – Sticker program
- Radz – Novelty toy/candy dispensers
- Blue Orange Games – “Spot it!” co-branded games
- NTD Apparel – Master apparel (Canada only)

### **About Shopkins**

Shopkins by Moose Toys hit retail shelves in June 2014 instantly exceeding sales expectations and selling over 70 million Shopkins globally. 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 to meet demand. 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 awarded the Shopkins Small Mart Playset the coveted Toy of the Year Award for Girls Toy of the Year.

Shopkins are the super cute, miniature, grocery and fashion themed collectibles sold with adorable shopping bags and baskets. With over 400+ million views on Shopkins YouTube webisodes and fan videos, Shopkins is shaping up to be Moose’s biggest brand ever.

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