



For Immediate Release

## **Moose Toys Appoints The Licensing Shop Inc. as The Trash Pack™ Merchandising and Licensing Agent for USA & Canada**

**Melbourne, AUSTRALIA** – February 02, 2012 – Today, Moose Toys announced the appointment of The Licensing Shop Inc. as their exclusive merchandising and licensing agent for their hit new product line *The Trash Pack™* for the United States and Canada.

*The Trash Pack™* launched to immediate success in 2011 selling four million units in less than 4 months. They are projected to sell over 100 million units in 2012. Toys 'R Us Vice President and General Merchandise Manager Richard Barry told CNBC that "The Trash Pack was the #1 toy in the boys' collectable category."

*The Trash Pack™* are squishy, collectable mini figures based on unappetizing items you might find in your own trash bin. Kids can collect all the *Trashie* characters such as Mouldy Milk, Rancid Roach and Putrid Pizza.

"We are thrilled to be working with The Licensing Shop," said Paul Solomon, Director of Moose Toys. "We have been inundated with calls from potential licensees wanting to be part of growing *The Trash Pack™* phenomenon, and we know that The Licensing Shop can strategically develop the licensing program for a 2012 launch."

The Licensing Shop's President Steve Fowler adds, "We have hit the ground running and 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 *The Trash Pack™*."

### **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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