

For Immediate Release



Moose Toys Announces Six New Trash Pack™ Licensees *Activision Trash Pack Video Game to launch October 30*

Melbourne, AUSTRALIA – September 06, 2012 –Moose Toys announces six additional licensees joining The *Trash Pack* licensed merchandise program in the US and Canadian market who will joined previously announced partners such as **Parragon Books Ltd.** (master publishing), **Pressman Toys** (games, puzzles), **Accessory Innovations** (bags, cold weather accessories), **Mad Engine** (T-shirts) and **Bulls I Toys** (impulse novelty toys). The new deals were brokered by **The Licensing Shop Inc.** and include the following licensees:

- **Activision**: Nintendo 3DS and DS handheld systems (Global)
- **Candyrific**: Candy, Moulded Chocolate, Tongue Tattoos (USA, Canada)
- **Rasta Imposta**: Halloween costumes (USA, Canada)
- **SGI Apparel**: Sleepwear, underwear (USA)
- **X-Treme Worldwide**: T-shirts (Canada)
- **Pioneer Balloons**: Balloons, punch balls (USA, Canada)

Activision's upcoming video game, *The Trash Pack*, is planned to hit shelves on October 30 for the Nintendo 3DS and DS handheld systems. *The Trash Pack* lets gamers join their favorite Trashies for collectible fun in an assortment of grossest-with-the-mostest games! With 30 characters to play as and over 160 Trashies to collect, *The Trash Pack* video game will make gamers jump for junk! Super fun mini games will have players flinging their favorite Trashies through the air or getting behind the wheel of *The Trash Pack* garbage truck to catch falling waste and earn bonuses. With so many hidden Trashies to find and mini-games to play, young gamers will be enthralled with *The Trash Pack*. This game is rated E (Everyone) by the ESRB.

After *The Trash Pack's* first series achieved immense success when they sold out across the U.S. and were named the number one toy in the boys' collectible category at Toys"R"Us during the 2011 holiday selling season, retail sales have now reached over \$20 million after only one year in market! Series 2 launched with broader distribution this spring and **Series 3 is set to launch for the holidays.** Moose, who expects to sell more than 100 million *Trash Pack* units globally in 2012, is also set to launch their line of **new The Trash Pack trading cards** later this month.

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/

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