



Moose Toys Licensing Programs Expanding in the US

Announcing New Shopkins™ & Pikmi Pops Surprise!™ Licensees

(Los Angeles – April 19, 2018) – Moose Toys is pleased to announce new licensed products are now available at retail including Shopkins™ iconic **PEZ Candy** dispensers and a line of “**Shopkins by Skechers**” footwear at Skechers stores this Spring, followed by a special limited edition collection for “Back-to-School” 2018. Additionally, **Hybrid Apparel’s** Shopkins “Unicorn” themed fashion collection is experiencing success with double-digit sell-through percentages. Due to its success, Moose is planning to extend the Shopkins Unicorn fashion theme with refreshed assets for licensees in time for back-to-school. Another exciting partnership due to launch this Summer, **Pink Apron Group LLC** will debut a touring Shopkins Treat Truck where fans can delight in sweet treats and exclusive merchandise. Finally, Moose is very excited to announce partnering with **Punchbowl** - the gold standard in online invitations. Together, they will launch a vibrant collection of Shopkins digital invitations for birthdays, holidays and special occasions later this year.

Following the success of the Pikmi Pops Surprise!™ toy launch in August 2017, Moose Toys is excited to announce the signing of fourteen (14) Pikmi Pops licensees in key categories with some readying for launch as soon as this Summer! Pikmi Pops is the hit new range of sweet scented miniature plushies that come with elements of surprises, packaged inside an iconic lollipop vessel! The Pikmi plushies come in a variety of sweet scents including chocolate, bubblegum, watermelon and more! Currently season 2 is in stores and Pikmi Pops was named a top new growth property¹ in early 2018. Season 3 launches this August and by year’s end, there will be over 150 Pikmi Pops characters to collect!

The license agreements were brokered by The Licensing Shop Inc. and include the following partners:

- Scholastic – Publishing program
- Goliath Games – Board games, puzzles
- Hybrid Apparel – Fashion collection, t-shirts
- Bentex – Fashion collection, t-shirts, outerwear, swimwear

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- Fast Forward – Bags, backpacks
- NTD Apparel – Fashion collection, t-shirts, outerwear, swimwear, sleepwear in Canada
- AME – Sleepwear
- GBG Beauty – Cosmetics, personal care
- Jay Franco – Bedding, room décor, towels
- Innovative Designs – Stationery, crafts
- Frankford Candy – Confectionery, seasonal products
- High Point Designs – Hosiery
- Trends International – Posters, stationery
- Radz Candy – Novelty candy dispensers

Dianne Bellchambers, Head of Licensing at Moose Toys adds, “We are thrilled to launch the Pikmi Pops Surprise!™ licensed merchandise program on the heels of the toy success this year. The addition of Pikmi Pops bolsters our already market leading girls portfolio driven by the phenomenal success of Shopkins. We have incredible partners on board in key categories and look forward to signing more at the upcoming Licensing Expo in Vegas.”

About Moose Toys

Moose Toys exists to make children happy. The team has innovation in their DNA and are famous for the design, development and manufacture of award winning toys that continue to disrupt the market! Moose Toys dominates in categories including collectables, craft, dolls, games and youth electronics and is consistently recognised as the most creative company in the industry. The family-run business disrupted the toy industry with the global phenomenon Shopkins and through these pint-sized characters, reinvigorated the way children play. The success of the company extends to the development of content, entertainment and global licensing deals. Moose calls Australia home, has over 350 staff and distributes to over 100 countries.

Moose Toys will be exhibiting at the upcoming International Licensing Expo at booth E214. For an appointment, please contact The Licensing Shop Inc., Nancy Fowler, (416) 322-7300, nancy@thelicensingshop.com.

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