

TRADE PRESS RELEASE



## MOOSE TOYS SIGNS WITH TLS TO REP NEW TOY BRAND TREASURE X™

Treasure X toy line launched in the US market July 2018

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**MELBOURNE, AUSTRALIA.** – Today, Moose Toys announced that it has signed with The Licensing Shop Inc. (TLS) to launch a licensing program based on their new toy sensation *Treasure X* in the US and Canadian markets. *Treasure X* toys launched in July of this year and the sales are exceeding expectations with many retailers already calling it a hot toy for the 2018 holiday season. *Treasure X* is a hyper unboxing experience combining elements that children love including digging, treasure hunting, collecting and great story-telling. *Treasure X* is unique in that it contains 10 levels of adventure and the chance to find REAL GOLD! The first season launches with 24 high quality collectible characters and 8 gold treasures to collect. The toys are supported with a multifaceted marketing campaign including television and digital advertising, webisodes, social media and more. The first official *Treasure X* trailer has already reached over 7.2 million views. (<https://www.youtube.com/watch?v=qsobSo8BqHU>) and the first *Treasure X* webisode is now live with another 7 to be released prior to Holiday 2018.

(<https://www.youtube.com/watch?v=L8QcEfumk30>)

The licensing program is planned to roll-out a year after the toy launch in the back-to-school window of 2019. Publishing, trading cards and board game categories will lead the way, followed by apparel, bags, stationery and accessories.

Dianne Bellchambers, Moose Toys' Global Head of Licensing, explains, "*Treasure X* has received an overwhelming positive reaction. It's a brand that can easily translate into other

product categories. We are delighted to be working again with TLS to negotiate this strong interest amongst so many quality partners!”

Steve Fowler, President of TLS, continues, “We are honored and look forward to working with Moose Toys on this original and entertaining boys’ property. Our team will work with *Treasure X* licensees to strategically translate the special Treasure X brand elements into equally entertaining licensed consumer product executions.”

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## **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 400 staff and distributes to over 100 countries.

### **For more information, contact:**

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