

For Immediate Release



MOOSE TOYS DEBUTS NEW GIRL BRAND AT LICENSING INTERNATIONAL EXPO **"The Zelfs" small doll program to launch at retail August 2013**

Los Angeles, CALIFORNIA – April 25, 2013 – Moose Toys announces it will debut their proprietary new girl brand called **The Zelfs** at the 2013 Licensing Expo. Well known for their successes in the boys' collectible aisles, such as the recent hit **The Trash Pack**, Moose Toys saw an opening for a strong girls' *small doll* program which could offer a triple threat of collectability, fashion and hair play values.

The Zelfs line will roll out this Fall with small, medium and large dolls featuring twelve key characters and play sets. Each character is uniquely identified by their 'spiketacular' hair and special power represented by a **Zelfmark**. Each **Zelf** comes with lots of haircessories including extensions, hairsie clips and hair brushes, which can be worn by **The Zelf** or **Zelf's** little keepers! Chaser **Zelfs** will be included in the program to drive interest and excitement. The launch of the program will be supported with an impressive marketing campaign including TV advertising, a dedicated website, social media, webisodes, live events and public relations outreach.

The Zelfs will be represented by **The Licensing Shop Inc.** at Licensing Expo this June 18-20 in Booth F181. For further information contact Nancy Fowler at +416 322-7300 ext. 202 or by email nancy@thelicensingshop.com

About Moose Toys

Moose Toys is a Melbourne-based, Australian company known for designing, developing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. Moose has products in all toy categories including collectibles, arts and crafts, activity toys, novelty items and outdoor products, and has brought joy to kids worldwide with successful products such as Mighty Beanz, Beados, Aqua Sand and most recently, The Trash Pack™, a line of garbage-inspired collectibles, a sell-out success in 2011. In 2012, Moose introduced several new product lines for boys and girls, including Micro Chargers™, Blingles™, Gelarti™, and Fortune Cookie Maker™, and expanded its Trash Pack line. Both Micro Chargers and Gelarti products were named to the 2012 Toys"R"Us "Fabulous 15" list for the 2012 holiday season, and in 2013, Blingles was nominated by the Toy Industry Association for a Toy of the Year Award in the Activity Toy of the Year category. Moose has offices also located in Hong Kong, China, and now in Los Angeles, USA. Visit www.mooseworld.com.au for more information."

###