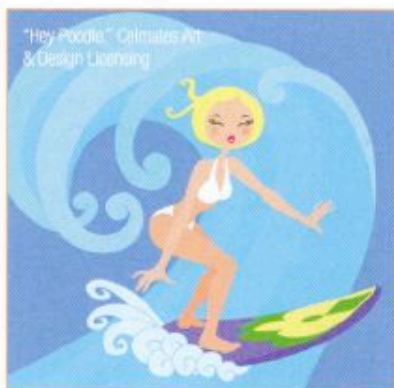


Property Highlights

Cookie Jar Entertainment, Inc.

As a licensor of children's entertainment franchises, Cookie Jar



Entertainment has many ventures in store for its top-rated properties such as *Caillou* (PBS and Sprout) and *The Doodlebops* (Playhouse Disney) in 2006. On the heels of its 10-year television anniversary in 2007, *Caillou* continues to rank among the top 10 children's programs for both PBS KIDS and Canada's Teletoon. This year, Cookie Jar adds 20 new *Caillou* episodes to the existing 46 episodes, engages the 1.4 million visitors per month with a new Website, provides eight new books by publisher Carson-Dellosa, and promotes the release of three new *Caillou* titles from Paramount Home Video. *The Doodlebops* intends to "Take America by Song" in 2006. With a live national tour kicking off at Madison Square Garden and Walt Disney World and CD and DVD retail launches accompanied by a national TV and radio campaign, Doodlemania is set

to increase the the property's unique TV viewership, which was at 28.5 million as of first quarter 2006. **Booth #3633**

Lisa Marks & Associates, Inc.

Lisa Marks & Associates, Inc. (LMA), extends the Peeps brand into the infant, juvenile, and pet categories with a licensing program from ABC Development. Other new licensing programs partner Peeps with Simon & Schuster, Gemmy Industries, Trau & Loevner, Radco, Amscan/Anagram, FlixCandy, Harry Abrams, Notra Morgan Home Fashions, and NJ Croce. Konami will launch Peeps games for mobile phones in 2007. For Hot Tamales and Mike and Ike comes a line of frozen novelties from Matterhorn Ice Cream, and expanded programs in apparel and accessories from Trau & Loevner, Gagwear/Brand Old, SBH Intimates/High Point Knitting/Jacques Moret, and Ashko Group. Also, this October, Oberthur Gaming Technologies will introduce cinnamon-scented Hot Tamales lottery tickets nationwide. LMA expands the licensing program for *Fat Albert and the Cosby Kids* with collectible beverage containers (WMI) and apparel (Changes and Trau & Loevner). The Vital Statistics program expands with games (Cadaco) and greeting cards and a 2007 Day-at-a-Time Calendar (American Greetings). Lifestyle brand Be As You Are,

SHOW DAILY

Fun & Funky Stuff, expands with wall calendars, journals, and planners from American Greetings. Packy PlayFair will be extended with a line of plush from Fun Styles. **Booth #4344**

SupperTime Entertainment

SupperTime Entertainment turns the spotlight on twice Emmy-nominated preschool TV series *ToddWorld*. Twenty-six episodes of the animated series currently air on the Discovery Kids Channel in the U.S. and Latin America with 13 more episodes now in production. The show also airs on CBBC, ABC Australia, and soon in France and Germany. The first coordinated retail push is underway at tystoybox.com with books (Little Brown and Company), DVDs (HIT Entertainment), plush (Action Products International), puzzles and games (Talicor), and stickers (Smilemakers). SupperTime seeks additional licensees, including companies prepared to take advantage of online opportunities. SupperTime's recent Web sweepstakes brought together partners KOL, Kinderstart.com, and Discovery Kids.com. The week-long, online event increased page views on the *ToddWorld* site more than 900 percent. Other SupperTime properties include preschool TV series *Baxter* in conjunction with Porchlight Entertainment, and Simon & Schuster book series "Alien Clones From Outer Space." **Booth #4901**