

Strawberry Shortcake: Two Broadcast Specials

1. **The Wonderful World of Strawberry Shortcake:** Meet Strawberry Shortcake in her very first broadcast special. The sweetest little playmate a child could ask for!. Strawberry lives in the fanciful world of Strawberry Land where ice cream mountains look down upon soda pop streams- and where she works and plays with her friends Huckleberry Pie, Blueberry Muffin and Apple Dumplin'. In this half-hour special, Strawberry Shortcake and her friends help the Peculiar Purple Pie Man of Porcupine Peak turn over a new leaf and mend his ways! **Length:** 30-Minutes **Never Released on DVD.**

2. **Strawberry Shortcake in the Big Apple City:** The Peculiar Purple Pie Man of Porcupine Peak is at it again! This time, he's wrecking havoc at Strawberry Land's Big Bake Off. But right wins out over wrong as Strawberry Shortcake and a cast of colorful characters outwit the Pie Man and save the day. **Length:** 30-Minutes **Never Released on DVD**

Support Documentation:

- **Director/Writer of the Broadcast Specials:** Award-winning writer Romeo Muller, whose credits include "Frosty the Snowman", "Rudolph the Red Nose Reindeer", "Little Drummer Boy" and "Puff the Magic Dragon", directed and wrote both of these heart-warming broadcast specials.
- **Merchandise Revenue:** As reported in the June 2006 issue of License Magazine, "since the re-introduction of Strawberry Shortcake in 2002...she has generated over \$1.5 billion in merchandise and licensing revenue."
- **US Video Sales:** Fox Home Video has sold over 4 million Strawberry Shortcake videos. As reported in Promo Magazine, Fox Home Entertainment plans to release three new specials on video in 2006. Suggested Retail Price points are from \$9.95 to \$39.95, as per Fox Home Video's web site.
- **Animated Feature Film:** As reported in License Magazine, Tamra Seldin, Senior Vice President of American Greetings Properties confirmed the first-ever Strawberry Shortcake feature film will hit 1,000 theaters in October of 2006, followed by a Spring DVD release in 2007.
- **DVD:** Both of these broadcast specials have never been released on DVD.
- **Worldwide Rights** are available January 1, 2007
- **Master Toy License:** Playmates Toys 2006 has launched a new line of Strawberry Shortcake dolls and toys and is the new master toy license for the brand.
- **Nintendo Game:** July 6: As reported on www.gamesindustry.biz web site, Majesco Entertainment Co Strawberry Shortcake will star in the brand new Game..."Shortcake brand has continued its unprecedented growth to become one of the strongest franchises for today's young girls", said Ken Gold, VP of Marketing Majesco Entertainment. The Suggested Retail Price will be \$19.99
- **Producer:** The producer of both broadcast specials was Fred Wolf, whose credits include "Teenage Ninja Turtles", "Speed Racer" and many other series and animated specials.