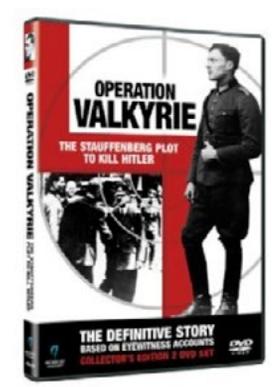
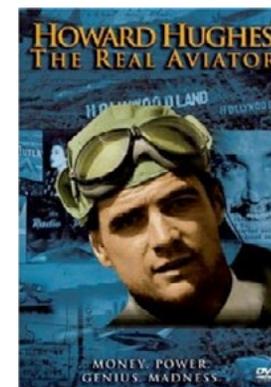
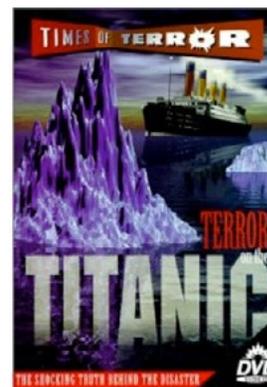
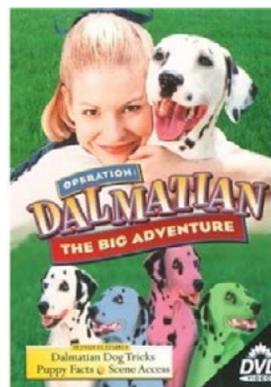
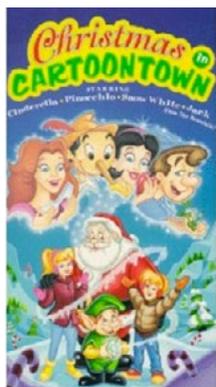
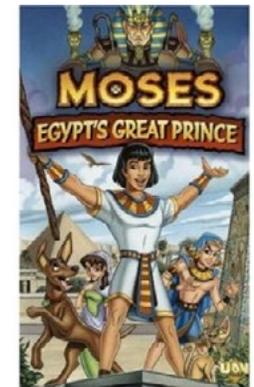
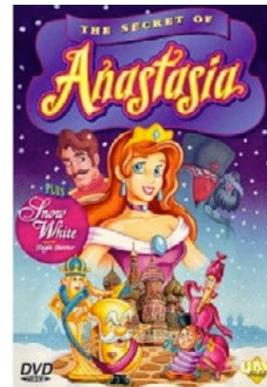
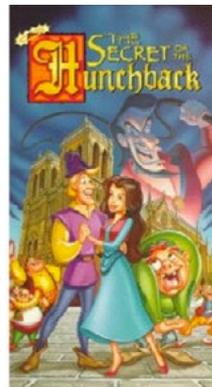




# A SUCCESSFUL TRACK RECORD OF ADAPTING AND REFRESHING WORLD-FAMOUS CHARACTERS AND LICENSING MERCHANDISE, TV & VIDEO RIGHTS WORLDWIDE



Over the last 15 years we have produced and adapted the following animated and live-action specials, selling over 2.7 million videos throughout the US. Over 40 international territories have licensed merchandise, video and broadcast rights. Our success is due to immediate character recognition, built-in awareness and impulse.



# A Cost-Effective Solution To Higher Marketing Cost and a Competitive Retail Environment.



## *Product Focus*

Each character is a known brand on to itself bringing immediate awareness.

## *Versatility of Look*

We supply the following themed backgrounds:

- Classic-look
- Contemporary-look
- Future-look
- Retro-look
- Distressed-look

## *Pre-School Consumer Target:*

All Happy Toon World characters are for baby, toddler and pre-school demographics.

## *Tween Consumer Target:*

Happy Toon World characters add a timeless tool for the tween consumer.



# We Tailor All License Programs To Accommodate Licensee Requirements



- ✓ *Licensees can acquire one character*
- ✓ *Licensees can acquire all the characters*
- ✓ *Licensees can use our Happy Toon World branding*
- ✓ *Licensees can use their own branding*

**Our goal is to offer Licensees flexibility and customization.**



# A FRESH SALES TOOL TO MAXIMIZE SALES: Our Licensed Characters

All 'HAPPY TOON WORLD 'Little characters are immediately recognized and retain worldwide awareness. All characters are:

- Evergreen
- Exclusive to our creation
- Add high perceived value to all merchandise
- Retains built-in comfort for consumers



# Each of our Exclusive Licensed Characters Has A Marketing Purpose:



## *Holiday Character Collection*

Little Santa  
Little Nutcracker  
Little Christmas Elf  
Little Cupid



## *Little Silly Character Collection*

Little Monster  
Little Sherlock Holmes  
Little T-Rex  
Little Beast



## *Tiny Princess Collection*

Little Sleeping Beauty  
Little Alice in Wonderland  
Little Cinderella  
Little Mermaid  
Little Rapuzel  
Little Snow White  
Little Move Star  
Little Tinkerbell



## *Little Super Toon Character Collection*

Little B-Flyer  
Little G-Flyer  
Little Alien  
Little Rocket Boy



## *Little Boy Collection*

Little Pirate  
Little Aladdin  
Little Genie  
Little King  
Little Peter Pan  
Little Pinocchio



## *Little Transporter Character Collection*

Little Tuggie the Tugboat  
Little Firecracker the Firetruck  
Little Ricky the Race Car  
Little AI The Airplane

# Merchandise with our Exclusive Characters:

**HAPPY TOON WORLD**



**Apparel for  
Infants to Pre-School**



# Merchandise with our Exclusive Characters:

**HAPPY TOON WORLD**



**Girl TEENS:  
It's Cool-2-B-Cool**



# Merchandise with our Exclusive Characters:

**HAPPY TOON WORLD**



**BOY TEENS:  
It's Cool-2-B-Cool**



# Merchandise with our Exclusive Characters:

**HAPPY TOON WORLD**



**Other Products**



# TURN-KEY POSES: We provide a turn-key ability by offering each character with Multiple Poses



# TURN KEY CLASSIC BACKGROUNDS: We provide classic backgrounds to position each character





### *Little Santa Claus*

Our young Little Santa's quest is to learn the gift of giving and to spread joy throughout the world

### **Favorite Quotes**

*I love Christmas*

*Hope, Hope, Hope*

*A Little gift goes a long way*



## Little Nutcracker

Our young Little Nutcracker helps spread the Christmas cheers to those who love music, dance and walnuts.

*I'm not nuts.*

*I'm really Happy...but shy*

*Christmas is my favorite time*



### Little Elf

Little Elf may be the smallest elf...but he's got the biggest heart. He's loyal and a trusted helper to Santa. Little Elf also can be a bit mischievous!

*I'm all ears Santa!*

*I'm ready to help*

*It's Christmas Everyday*



## Little Cupid

Our Little Cupid is unstoppable...unrelenting... and is the unsung hero of many successful couples. His most marked quality is his ability to be at the right place and the right time...with the right magic arrow.

*I'm All Heart.*

*I think I see a Match*

*I know someone sweet...Me!*



### *Little Snow White*

Snow White, an innocent, warm-hearted and trusting little girl with a sense of adventure. Snow is very special in that she spreads joy to all others.

*An Apple A Day...*

*Where's My Prince Charming?*

*Life Can Be A Fairy Tale Too!*

*I Know...I'm Just Too Sweet for Words*

*Mirror Mirror on the Wall Who's the cutest of them all?*



### *Little Mermaid*

The Little Mermaid's friends are all the creatures in live in the sea...until that faithful encounter! Adventure, trust and hope are the qualities that most reflect The Little Mermaid.

*I need to take a dip!*

*I'll be right there*

*I'm On My Shell-Phone!*

*I'm A Daddy's Girl*



### Little Rapunzel

With golden blond hair as long as her patience to be rescued, Rapunzel is a very strong-minded and confident girl ready for all of life's challenges...no matter what!

*I use a lot of conditioner!*

*Don't tangle with me!*

*Princess In Waiting!*



### *Little Cinderella*

It's not easy being the neglected sister...but somehow Cinderella finds that magical slipper, her Prince Charming and transforms from underdog to living a very enchanted life.

*It fits!*

*Where's My Glass Slipper?*

*Where's My Fancy Ride?*

*I Feel Beautiful!*



### *Little Sleeping Beauty*

Sleeping Beauty is the essence of one who is gentle beyond words, trusting beyond reason and only longs to be loved...no matter what adversity may present itself.

*My Favorite Fairy Tale!*

*Good over Bad*

*Always Timeless...Like Me*



### *Little Alice in Wonderland*

Alice is one very curious little girl and is quick to befriend all the characters in Wonderland, Iceland, England, Poland or any other Land!

*Always An Adventure!*

*Watch For Rabbit Holes!*

*Here Kitty-Kitty*



## Little Tinkerbell

Tinkerbell's magic is her love of truth, innocence and a bit of mischief. Peter Pan is her closest friend and together...adventures are always just around the corner.

*I make wishes come true!*

*I'm Here To Help!*

*Careful...I have my magic wand!*



## Little Movie Star

Our little star has dreams of being a world famous movie star...with all the trappings. She's a sweet version of Paris Hilton where the real joy is making others happy and giving away as much 'stuff' as possible.

*I'm ready for my close up*

*Let's Go Shopping!*

*Could you please peel me a grape*



## Little Pinocchio

The spirit of Pinocchio is trusting, genuine and innocent.

*I've got a nose for Business!*

*Pinocchio nose.*

*Have I Got A Tale For You*



## Little Pirate

Pirate rules the seven seas looking for treasure. He laughs in the face of danger, giggles at the first sign of bath weather... and will hide at the mere mention of homework.

*Arrrrg! Shiver My Timbers!*

*I'm Busy Looking For Treasure.*

*Prepare for Battle!*



### *Little Aladdin*

Aladdin is a boy with street smarts, fearless and a romantic at heart. No matter where anyone comes from...we can still dream of being a prince.

*Where's my lamp?*

*How Many Wishes Do I get?*

*My other car is a Flying carpet!*

*Follow Your Heart!*



## Little Genie

Our Little Genie always grants more than three wishes...for there is no limit to his ability to give and give and give. He's got a sweet sense of humor...and loves chocolate!

*Rub a dub dub and 'll make  
your wishes come true!*

*Such A Lamp!*

*Come To Me For All Of Your Wishes*

*I'm the tiny, winy Little Genie*



### *Little King*

Our Little King has all the qualities of greatness; He fair, he's intelligent, he's a leader...and most importantly...he loves mint chocolate ice cream!

*Where's My Princess?*

*Let The Fun Begin!*

*Yes, I'm the King.*

*I'm the star of all fairytales!*



### *Little Peter Pan*

Our Peter Pan has smiling eyes, a sense of wonderment and born to lead. Peter and Tinkerbell search out adventures and mysteries where ever they might be.

*I really Can do Anything...*

*I'm pretty sure.*

*Let's Fly! I've Got A Hook*



### Little Frankenstein

Believe it or not...our Little Frankenstein is a bit shy, loves chess, hang gliding, water colors and is a gourmet chef! Who knew?

*I Know...Bad Hair Day*

*The look I get when I'm hungry*

*It's Fun Being A Little Different*



### Little Monster

Absolutely playful, gentle and sweet little guy. Couldn't hurt a flea. Can't understand the reaction he gets from others.



*I like dark places*

*I'm full of surprises*

*I am ruggedly handsome...  
from a distance*



### *Little Sherlock Holmes*

Our Little Sherlock is a true problem solver. He has the ability to find all the facts...even the ones that are not visible to the normal person.

*Elementary My Dear Watson*

*Most Excellent*

*Let Me Try This One*



## Little Beast

A rough exterior hides a soft heart. A loud roar hides a shy whisper...and a look of terror hides a sparkle in his eyes.

*The last person who judged  
a book by it's cover...I ate*

*I'm like an onion...I have many  
layers and sometimes smell.*

*Yes...I know I need conditioner!*



### *Little Boy Flyer*

Little Super Hero Boy is able to leap small dog houses, jump higher than many small fences and is faster than a speeding tricycle. He also has secret powers that can save the life of any lost pet!

*Set phazers to tickle*

*Faster than melting chocolate*

*Able To Leap Over Large Cookies*



### *Little Girl Flyer*

Our little Super Hero Girl is very out-going, loves to fly, save lives and pets...and loves to have tea parties with her girl friends. She also has some pretty wonderful super powers.

*Faster Than A Speeding Shopper*

*Ready To Help*

*Have no fear... I'm here.*



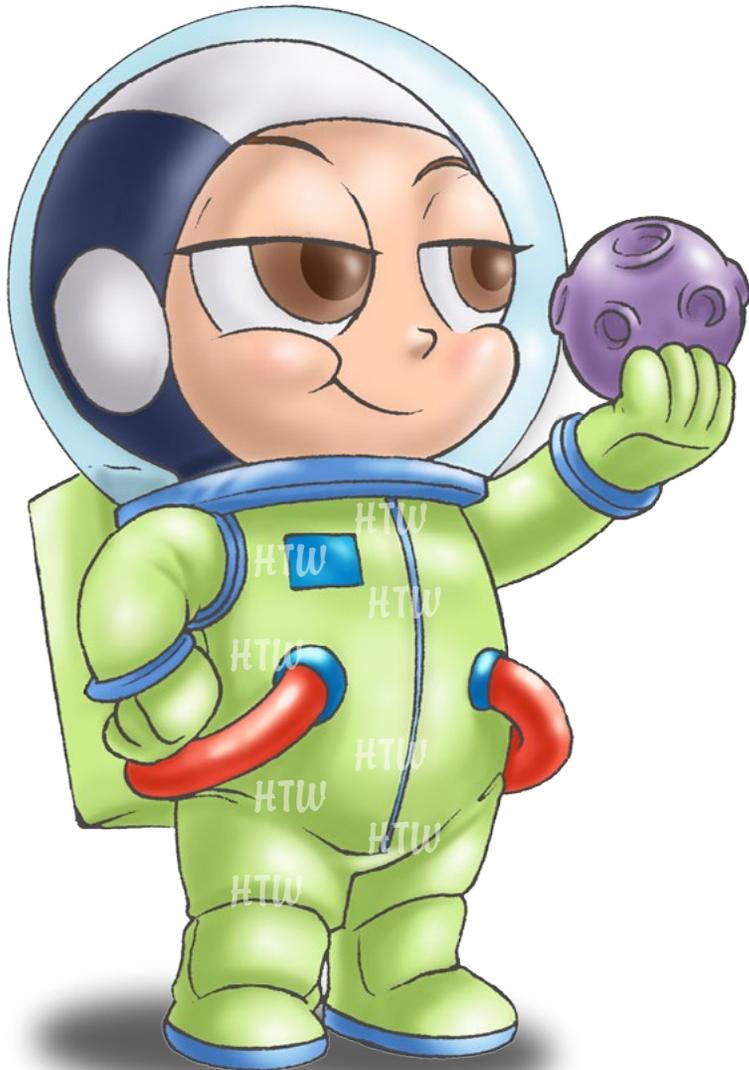
### *Little Alien*

Little Al the Alien is a very shy little guy who only wants to be understood and make friends. He loves to tinker on his craft and play laser tag!

*I Come In Peace*

*Take Me To Your Deserts*

*Greetings Earthling*



### *Little Astronaut*

This letter astronaut lives to explore the outer reaches of space. In his free time he enjoys living on other planets, working on his rocket pack and fishing.

*I need space*

*Beam me up... Please*

*Set phazers to laugh*



### *Little Airplane*

Little Arrow loves to fly stright, upside down, loops, over the county side, over cities and oceans... everywhere. He loves flying so much that...that he can't wait to fly some more!

*Come Fly With Me*

*I love flying more  
than anything*

*The Only Way To Fly*



### *Little Airplane*

Tuggy is the shiniest, fastest little Tug on the high seas. He can pull ships much bigger than him due to his powerful engine, skill and experience.... which is a powerful combination!

*I Can Pull More than  
my own Weight!*

*I'm little... but powerful!*

*Toot, Toot... Ready when you are.*



### Little Fire Truck

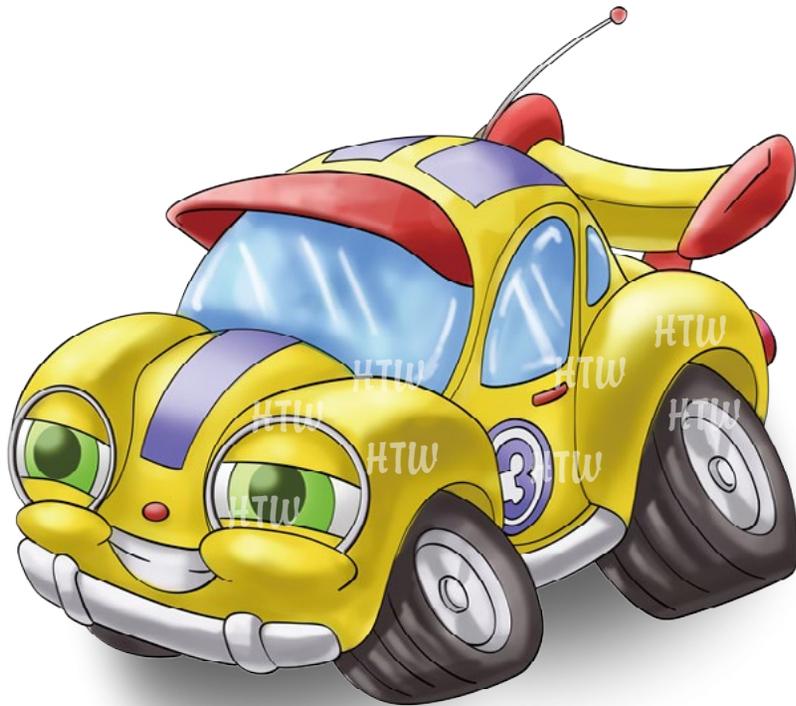
Our Little Red Fire Truck is on call 24-7 and always ready for service. He may not be the biggest...or the fastest...or event the loudest...but he is by far the best color red!



*Fire is no Match for Me!*

*I'm A Fire Stopper!*

*I'm Here When You Need Me!*



## Little Race Car

Little Rickie is not the fastest, biggest or most powerful race car. But, Little Rickie has heart...and lots of it! He doesn't know the words, 'give-up', 'fail' or 'oil leak'...he just keeps going and always does his best!

*Race, Race, Race!*

*I Got To Go!*

*Drivers Start Your Engines!*

*I feel the need for some  
more speed!*



## Little Puss N. Boots

A kitten with attitude...playful, yet cunning...smart, yet silly...in other words....peeeeeeeerrrrfect!

*Beware... I'm in the mood to shop*

*Careful... I will make sport of you*

*I am not only fast... but I'm quick too!*



### *Little Elephant*

Ella the Little Elepphant is very confident and determined. When she sets out for a challenge... she jumps in with all four legs...and a truck; beware below!

*I Gotta Be Me*

*No Limits*

*I never forget... but always forgive*

*Lots Of Truck Room*



### Little T-Rex

Our loveable T-Rex thinks of himself has a loyal friend, a good sport...and will defend his territory with a wink, a smile...and a roar!

*Green Power*

*Hug Me*

*Don't Worry... I'm Only  
A Little Hungry*



### Little Little Piglets

Even at a very young age, the three littliest piglets knew how to stick together. Through lessons learned...they never give up. If at first you don't succeed...try, try again.

*Cute, Cuter, Cutest.*

*See No Evil*

*Hear No Evil and  
Hear No Evil*

*One For All and All For One*





### Little Black Beauty

Ahhhhh...to run in the fields...through mountain trails...through streams...and jumping over fences...what joy. Our Little Black Beauty is a highly spirited cult longing to share his joy with a very special owner.

*I know... adorable!*

*Hey!*

*I love to run*