

BEANSTALK BROADCAST

The Entertainment & Digital Media Issue

December 2011

Welcome to the Winter Issue of Beanstalk Broadcast, a quarterly snapshot from Beanstalk, a leading global brand licensing agency and consultancy.

This Winter, entertainment properties have proven to be in high demand as consumers demonstrate their desire to engage with their favorite celebrity and digital brands. Beanstalk has responded to this trend with the addition of new digital properties to our client roster as well as the expansion of our existing clients' portfolios. Be sure to check out some of these new and innovative licensed products that extend the entertainment experience into the physical world, while creating a long lasting and personal connection with fans.

Best regards,

Debra Restler
Associate Vice President, Business Development & Marketing



Beanstalk is proud to announce ten key licensing partnerships for the *Talking Friends* collection of mobile apps from Outfit7, which includes *Talking Tom Cat*, *Talking Ben the Dog* and *Talking Gina the Giraffe*, and eight other animated friends. The *Talking Friends* franchise, which launched in July 2010, has become a sensation within the media and with millions of fans of all ages around the world. The global licensing program extends the *Talking Friends* characters across multiple product categories, including apparel and accessories, footwear, sleepwear, home décor, collectibles and plush toys, with plans for additional products in 2012, including back-to-school, social expression and gift and novelty products. Developed for children ages four through eight as well as tweens and teens, the products provide fans with new ways to engage and interact with their favorite animated characters.

The new product line is available in time for holiday shopping through an e-commerce site, www.talkingfriends.com. In Spring 2012, the extended line will debut at mass, online and specialty retailers, and will be sold worldwide across North America, Europe and Asia.



Beanstalk has been selected by MovieStarPlanet, the phenomenally successful digital tween property and one of the fastest growing online social platforms, to develop the property into a leading digital entertainment franchise. Launched in 2009 in Denmark, MovieStarPlanet has undergone rapid expansion across Europe and debuted in the U.S. in August 2011.

MovieStarPlanet allows tweens to interact with their peers in a safe and creative environment, with over 22 million profiles created to date. Having experienced a ten-fold growth rate in 2011 alone, the property plans to extend to additional territories and anticipates 80 million users by the end of 2012.

Beanstalk will be looking to secure licensing partners across a range of categories for tweens, focusing on delivering the personalized online experience in the material world.



SALMA HAYEK

Hailed by *WWD Beauty Inc.* as the "Launch of the Year for Mass Retailers," Nuance Salma Hayek launched exclusively at all CVS/pharmacy locations across the U.S. and at cvs.com in August 2011. It is the first complete beauty line developed by an actress in partnership with a national retailer. The premium, multi-category line includes cosmetics, skin care, body care, and hair care products that combine exotic natural ingredients infused with proprietary formulations and ancient beauty secrets to deliver customizable solutions for women of all ethnicities.

Congratulations to Salma Hayek and CVS for this prestigious award and winning partnership!



PARIS HILTON

Global trendsetter and fashion icon, Paris Hilton, in collaboration with a leading Asian eyewear manufacturer, is launching an exclusive line of Paris Hilton sunglasses, optical frames and colored contact lenses for the Asian market. Working closely with Paris herself, products directly reflect Paris' original and aspirational style, allowing admirers across Asia to experience her glamorous lifestyle.

Paris Hilton Eyewear will officially launch at the Shanghai Optical Fair in February 2012, and will be sold in department stores and specialty jewelry stores across the region, including China, Hong Kong, Japan, Malaysia, Singapore, Taiwan and Australasia. The extension of the Paris Hilton brand into eyewear further establishes Paris as a global fashion brand.



DAVID TUTERA

David Tutera, wedding, lifestyle and entertainment authority, has developed a collection of elegant timepieces available exclusively at Sears. Officially launched on November 21st, the collection complements the existing line of David Tutera fine women's jewelry in the Sears' Modern Day Bride Collection.

Inspired by David Tutera's television series, "My Fair Wedding," the line of timepieces is intended for brides to wear on their special occasion or to give as a gift to the bridal party and loved ones sharing in the wedding experience. Currently available in gold, silver and rose gold tones, each watch is embedded with crystals and feature David's signature touch of blue as an accent on the crown. The watches embody elements from David's personal family heirlooms and the line's affordability makes it the perfect accessory on a bride's wedding day and for years to come.



Beanstalk will be exhibiting at Hong Kong Licensing Show 2012

When: January 9-12, 2012

Where: Hall 3G Booth 21 Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong

For further information, email us at beanstalk@beanstalk.com