

## Welcome to the Expo!

This year's exhibition promises to host the most powerful brand licensing opportunities to date. With more than 200,000 square feet of exhibition floor occupied and 91 countries present, the 2011 Licensing International Expo will showcase close to 400 exhibitors representing more than 5,000 brands, enabling visitors to get a first-hand look at the largest collection of intellectual properties.

Enhanced this year is the Gaming/Interactive Pavilion. Take a look at the big ideas coming down the pike from the top

### Don't Miss: China Pavilion Opening Ceremony

The Ministries of Culture, Finance and Commerce from the People's Republic of China cordially invite attendees to join them at Booth D103 at 10:30 a.m. to officially open the China Pavilion with a special ceremony. The China Pavilion has more than 17 companies from animation, interactive and gaming showcasing their intellectual properties.

## Mooney: Disney Set for Retail Growth

Disney Consumer Products chairman Andy Mooney says DCP is poised to continue expanding its presence on retail shelves, broaden its market reach and increase global sales. Mooney says that sales of Disney licensed merchandise have increased at a compounded rate of 11 percent annually over the past 10 years. Last month, DCP reported global sales of licensed merchandise of \$28.6 billion. Among DCP's key strategies:

- The first Disney Baby store will open in the fall of 2012 at The Americana at Brand in Glendale, Calif.

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companies in the sector, including Electronic Arts, Konami, Sony PlayStation, Capcom, Ubisoft, Sega, Blizzard and THQ. Visit the Pavilion for a chance to win gaming prize packages and to enter the daily raffle. (Entry forms are available at each Pavilion booth.)

Unique this year is the Brand Showcase, a designated location to inspire and highlight exciting brand extension programs.

Being as the show is a function to make lasting connections, the Licensing International Expo will feature a Networking Express event that will bring together licensees, exhibitors and attendees. Also a highlight is the International Networking Lounge, a dedicated meet-and-greet area of the show for international buyers looking to network with peers from around the globe.

For today's full Licensing University schedule, turn to page 34.

## Hasbro Inks Deal with Target

Hasbro has worked with Target to create "You're Invited to Canterlot. Only at Target!" The exclusive U.S. retail program debuts in August with a specific focus on the magical world of Canterlot from the "My Little Pony Friendship is Magic" TV show airing on The Hub.



The promotion will feature a wide array of products, such as Canterlot-

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## Breaking News

### Paramount Licensing Extends Top Gun Deal

Paramount Licensing and Leg Avenue have renewed their partnership with a six-figure, multi-property Top Gun deal based on superior performance in 2010, reports LeeAnne Stables, executive vice president of worldwide marketing partnerships for Paramount Pictures and head of Paramount Licensing.

The popular men's and women's Top Gun costumes, between \$60 and \$90 for a two-piece set, include men's bomber jackets, men's flight suits, women's bomber jackets

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### Mattel Hot Wheels Electronics to Roll Out at TRU

Mattel has announced a direct-to-retail program at Toys 'R' Us



featuring Hot Wheels electronics. Products will be merchandised in the toy aisle, reports Mattel, and each item has unique look with a rugged, yet distinct

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### Discovery, Delsey Join Forces on Luggage Endeavor

Discovery Expedition, the official lifestyle brand of the Discovery Channel, is teaming up with Delsey, the leading global luggage manufacturer, to develop a luggage line inspired by the adventurous, rugged feel that is inherent to the brand. The line will include backpacks, messenger bags, duffel bags, trolley cases and ski and surf bags. Ranging in price from \$59.99 to \$399.99, the collection is set to debut in January

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