



## **AGGRESSIVE LICENSING PROGRAM**

An extensive licensing program tied both to the 25<sup>th</sup> Anniversary and the "New Look" will roll out in 2007. Merchandise will spotlight the 5 core *Care Bears*: Cheer, Share, Sunshine, Grumpy, and Grumpy plus a new addition, Oopsy Bear, who will make his debut this summer in "**Oopsy Does It!**" -- a new full length CGI feature film that will hit theaters to the delight of kids and parents alike on August 4, 2007.

The property's domestic licensing agent, The Joester Loria Group, is working with 100 plus domestic licensees to launch new lines throughout the year that will feature a distinctive new look to the beloved characters. Leading the merchandising charge will be industry leaders Play Along (master toys & plush), Children's Apparel Network (girls apparel), NTD (tween apparel), Baby Boom (infant layette and nursery decor), Scholastic Publishing (coloring and activity books) General Mills (Fruit Snacks) and Johnson & Johnson (band-aids).

In addition to the new-look merchandise, a special limited edition, commemorative 25<sup>th</sup> anniversary product line will also be unveiled. The centerpiece of the anniversary line is Play Along's **Limited Edition, Commemorative 25<sup>th</sup> Anniversary Care Bear**. The adorable silver and white plush *Care Bear* will be packaged in a special collector's box and sold with a rare lost Care Bears DVD "The Land without Feelings." The entertainment is the first ever *Care Bears* special created back in the 1980's. Moreover, a line of limited edition collectable anniversary silver jewelry and keepsakes is being developed to be sold exclusively at specialty retailers.

## **ALL-NEW ENTERTAINMENT**

The first all-new *Care Bears* theatrical release since the 1980s, "**Oopsy Does It!**" will be released by **Twentieth Century Fox** in August 2007 and backed by a multi-million dollar promotional blitz. The theatrical release of the *Care Bears* movie will have an all-new CGI animated look and will introduce the newest Care Bear, *Oopsy*. In the film, each *Care Bear* has a special role to play in the world of Care-a-Lot, and this new look further brings out each of their unique "tummy" personalities. **Fox's support will include a star-studded premiere event, on-air interstitial programming leading up to release, and trailers for the movie on over 30 million Fox DVDs including *Ice Age 2*, *Garfield* and more.**

Alternative rock musician Kay Hanley – best known for her lead vocals in the band Letters to Cleo, and as the singing voice for Rachael Leigh Cook's character Josie in the movie *Josie and the Pussycats* – is recording an all-new Care Bears song for Oopsy Does It, and appearing in a special music video. The music video for the track will debut as interstitial programming on Nickelodeon and Fox networks this summer.

Meanwhile, on March 20<sup>th</sup>, MGM will bring back the original *Care Bears* movie with the **25<sup>th</sup> Anniversary Limited Edition Care Bears DVD**. The DVD set includes "The *Care Bears* Movie," which has been pristinely restored and includes the voices of Mickey Rooney and Georgia Engel and songs by Carole King. As an added bonus, the special release will include one of the first ever *Care Bears* TV specials – "Professor Cold Heart and the Freeze Machine".

## **MACY'S PARTNERSHIP AND MULTI-TIERED RETAIL ROLL OUT**

In 2007, *Care Bears* will launch a **three-year program with retail giant Macy's**, which is highlighted by a *Care Bears* float that will debut in the 2007 Macy's Thanksgiving Day Parade. A yet to be announced musical sensation will perform on the float during the nationally televised parade.

Key retailers such as Wal-Mart and Target, along with thousands of other store locations nationwide, will support the property with exclusive offers, window displays, and striking point-of-purchase materials throughout the year.

## **NEW CARE BEARS WEBSITES**

To tie in with the Care Bears new look, [www.Care-Bears.com](http://www.Care-Bears.com) will be redesigned with new interactive games, characters and storylines. The site will feature exclusive entertainment content, promotions plus e-cards and coloring pages. Visitors will also be able to view movie trailers, and download wallpaper, IM icons, and mobile content.

Launching online on March 20 and running for 3 months, the **25<sup>th</sup> Anniversary Trivia Sweepstakes** at [www.care-bears25.com](http://www.care-bears25.com) will encourage web site visitors to answer trivia questions and win a **Dodge Caravan**, worth nearly \$30,000. The sweepstakes will be promoted on MGM's 25<sup>th</sup> anniversary DVD packaging and on the American Greetings web sites, in addition to online ads on various high traffic sites.

A new Care Bears Baby micro site launching in mid-March, located at [www.care-bearsbaby.com](http://www.care-bearsbaby.com), will be targeted to mothers and mothers-to-be. The site will include 'how to' articles on everything expectant parents need to know about nursery décor and designing a baby's nursery.

## **ADDITIONAL PROMOTIONAL SUPPORT**

Additionally, both **Johnson & Johnson** and **General Mills** will promote their *Care Bears* licensed merchandise through national FSIs in hundreds of newspapers across the country.

### **About AG Properties**

American Greetings' intellectual property and outbound licensing division, AG Properties was established in 2005 to develop multi-platform entertainment, licensing, merchandising and promotional campaigns for its classic properties, as well as develop a new series of character brands. The impetus for setting up the division was inspired not only by the success of two properties, Care Bears and Strawberry Shortcake, which have made nearly 2 billion and \$1.5 billion in retail sales respectively, but also the IP, digital, manufacturing and retail core competencies that define the American Greetings Corporation. For more information visit [www.agpbrands.com](http://www.agpbrands.com)

### **About American Greetings Corporation**

American Greetings Corporation (NYSE: AM) is one of the world's largest manufacturers of social expression products. Along with greeting cards, its product lines include gift wrap, party goods, candles, stationery, calendars, educational products, ornaments and electronic greetings. Located in Cleveland, Ohio, American Greetings generates annual net sales of approximately \$1.8 billion. For more information on the Company, visit <http://corporate.americangreetings.com> <<http://corporate.americangreetings.com>>.

### **About The Joester Loria Group**

The Joester Loria Group is a full-service licensing and marketing agency providing its clients with a wide range of services including: strategic planning, competitive analysis, implementation of licensing strategy, retail program development, and management of publicity, advertising and marketing initiatives. The Joester Loria Group 's global client roster includes DaimlerChrysler Corporation for *Jeep* and *Chrysler*; American Greetings for *Care Bears*; PepsiCo North America for *Pepsi*, *Mountain Dew*, and *Aquafina*; BBC's *Little Robots*, Contender Entertainment's *Peppa Pig*, Baked Goods Leader, *Entenmann's Products*, and the family of Rodale Inc. magazines including *Men's Health*, *Prevention* and *Runner's World*. For more information visit our website at [www.joesterloria.com](http://www.joesterloria.com)

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### **FOR MORE INFORMATION AND/OR ARTWORK PLEASE CONTACT:**

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