

Sushi Pack™





small BUT mighty!

Four pieces of sushi and a wad of wasabi jolted to life — doing what is right to protect the citizens of Wharf City! In a world where good is often threatened by evil, there is always the righteous, raw power of the Sushi Pack to stand up on our behalf!

Consumer Target

- Primary: Kids, 4-8
- Secondary: Moms of Kids, 4-8

Consumer Products

- Random House activity and coloring books available in stores and online
- Ty's Toy Box customizable apparel online
- Big Time Toys launching toys 2010
- Additional partners include Shocker Toys (collectibles), Nanco (inflatables/plush), and Imperial Toys (novelty toys)
- American Greetings: Cards, gift bags and wrapping paper

Marketing and Digital Support

- Cross-Promotions with Random House and AGKidZone.com
- SushiPack.com online games, video clips and printables
- Reaching over 250,000 monthly unique visitors

International

- Cookie Jar, international licensing and entertainment agent
- Entertainment distribution planned in key territories
- TV series to air fall 2009:
 - France (Teletoons)
 - Puerto Rico (Telemundo)
 - India, Japan and Australia (Cartoon Network)
 - Switzerland (TSR)

Entertainment

- 52x11 minute episodes
- Lionsgate Home Entertainment launching 2010
- CBS Kewlopolis Block Weekend Mornings

**For Domestic Licensing Opportunities,
Contact Carla Silva at CSilva@ag.com
212-386-7355**

**For International Licensing Opportunities,
Contact Kirk Bloomgarden at
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