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THE JIM HENSON COMPANY’S DINOSAUR TRAIN

Emmy Award-Nominated and Critically Acclaimed Animated Children’s Series Increases Momentum in Europe

Hollywood, CA (February 3, 2014) The Jim Henson Company’s Emmy Award-nominated and critically acclaimed animated children’s series DINOSAUR TRAIN continues to gather steam across Europe, further invigorating the global momentum of the brand, with several new international consumer products, television, home entertainment and digital licensing agreements signed. The announcement was made today by Richard Goldsmith, EVP of Global Distribution for The Jim Henson Company.

“Europe continues to be a brisk and enthusiastic market for the DINOSAUR TRAIN brand, as more broadcasters, content distributors and consumer licensing partners get on board the DINOSAUR TRAIN,” remarked Goldsmith. “By leveraging our young audience’s innate attraction to all things dinosaur and any vehicle that travels down a track, Buddy and his friends make exploring the natural world fun and exciting. And when you can engage the kids, you earn the attention, interest and support of parents, broadcasters and licensing partners.”

The new television agreements include a home entertainment deal with Italy’s Dall’Angelo for season three of DINOSAUR TRAIN; and with France’s Studio Canal, who picked up digital and home video rights for season two of the series.

Dall’Angelo and Studio Canal join top-tier European broadcast partners for DINOSAUR TRAIN, including the recently signed free-to-air Disney Channel in Germany, Nickelodeon in the United Kingdom, Canal+’s Piwi in France, YLE in Finland and Canal Panda in Portugal. DVD and digital distribution partners include ZON Media in Portugal RTVE Clan in Spain, France TV in France and Watchever in Germany.

A slate of new consumer product licensing agreements have also been signed across Europe, further demonstrating demand for the brand.

In the United Kingdom, Nickelodeon and Viacom Consumer Products brokered an agreement with Character World for the development of DINOSAUR TRAIN home décor.

In Germany, the brand’s licensing agent LizenzWerft brokered agreements with Panini for publishing; and WVG Medien GmbH for the development of DINOSAUR TRAIN apps.

In Spain, licensing agent Selecta Vision confirmed licensing agreements with Montichelvo for stationery; Hot Shots Europe for candy toys and cookies; and with Accion Cultural S.L. for live shows and mall events.

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The new partners join an extensive roster of existing licensees across Western and Eastern Europe, including master toy licensee TOMY.

Existing licensees in the United Kingdom, Ireland and Channel Islands include Aykroyd & Sons (children’s nightwear and underwear); Smith & Brook (children’s outerwear and swimwear); Rainbow Productions (character meet and greets); Puffin (publishing); Kidztation (wooden toys); Koninklijke Jumbo BV (puzzles, giant playing cards and floor games); Redan Publishing (magazines); and Rail Events (rail events).

In Germany, Popstar (party goods); Universal Music (audio storytelling products, both physical and digital) and Nelson Verlag (coloring and activity books).

In France, Studio Canal, the brand’s new licensing agent, is also the DVD partner for that territory; Hasbro (2 and 3D puzzles); Evasion Communications (costumes); Shok ID (soft toys); Alcara (charms, frames and collectibles); ATM (bags and accessories); Bagtrotter (back-to-school); Editions Gladius (games); CCI (footwear); France Television (storybooks and activity books); Belltex (home goods and accessories for France and French speaking Benelux) and TV Mania (branded apparel in France and French speaking Europe).

In Spain, Panini Espana S.A. (publishing); Unice Toys S.L. (toys and games, including balls and bucket sets); Play By Play Toys and Novelties Europe, S.A. (plush); Naipes Heraclio Fournier (playing cards); Saica Toys (outdoor toys and games); Musicales Reig (musical toys); and United Labels Iberica SA (foam floor puzzles).

In Russia and the CIS, TPK Gruppa Tovarischey (school supplies) and C-Trade Ltd. (toys). In Poland, Egmont Polska (books and bi-monthly magazines).

And in the Nordic region, publishers Sanoma Magazines (books in all formats); Puffin (publishing); Kidztation (wooden toys); Koninklijke Jumbo BV (puzzles, giant playing cards and floor games); Redan Publishing (magazines); Rail Events (rail events); Sweden’s Junior Productions (meet and greets); and Norway’s Cappelen Damm AS (story books and audio books).

DINOSAUR TRAIN is set in a whimsically realistic, prehistoric world of jungles, swamps, active volcanoes and oceans. Each day, DINOSAUR TRAIN helps kids ages 3 to 6 to apply scientific thinking as they discover new types of dinosaur species, compare and contrast dinosaurs to today’s creatures and embrace the living sciences of paleontology and natural science.

Each half-hour episode features two animated segments; each followed by short live action segment with a real paleontologist interacting with kids who love to explore the world around them. Based on input from paleontologists, science educators and early childhood education experts, DINOSAUR TRAIN promotes critical thinking skills for preschoolers based on an engaging and creative curriculum.

About DINOSAUR TRAIN:
Created by Craig Bartlett (Hey Arnold!), DINOSAUR TRAIN airs on PBS KIDS ® (check local listings), and embraces and celebrates the fascination that preschoolers have with both dinosaurs and trains while encouraging basic scientific and thinking skills. DINOSAUR TRAIN is produced by The Jim Henson Company and co-produced with Singapore animation company Sparky Animation with participation and assistance of the Singapore Media Development Authority. U.K. production and financial support is provided by Ingenious Media.
About The Jim Henson Company:
The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated “Sid the Science Kid,” “Dinosaur Train,” and “Pajanimals” as well as the new series “Doozers,” a CG animated preschool series. Features include “The Dark Crystal,” “Labyrinth,” “MirrorMask,” and the upcoming “Alexander and the Terrible Horrible No Good Very Bad Day” and television productions include “Fraggle Rock” and the sci-fi cult series “Farscape.”

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson’s Creature Shop™, a pre-eminent character-building and visual effects group with international film, television, theme park and advertising clients, as well as Henson Recording Studios, one of the music industry’s top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company’s Henson Alternative brand is currently touring “Puppet-Up! - Uncensored,” a live puppet improvisational show.

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Media inquiries contact: Michelle Orsi / Carol Holdsworth
Three.Sixty Marketing & Communications
michelle@360-comm.com / carol@360-comm.com
310.418.6430 / 805.252.1848
www.360-comm.com