

# Nickelodeon Announces Cartwheel Kids As Master Toy Licensee For Hit, Reimagined CG-Animated Preschool Series, Peter Rabbit

## Highly Anticipated Product Collection Set to Launch Spring 2014

LAS VEGAS, June 18, 2013 /PRNewswire/ -- Nickelodeon today announced a multi-year master toy license agreement for Cartwheel Kids to manufacture, distribute and market a line of toys and products based on the hit, reimagined CG-animated preschool series, *Peter Rabbit*. Bowing in fall 2014, the product line will span multiple categories including plush toys, figures and playsets, role play items and seasonal products. The new line embodies a fresh approach to *Peter Rabbit* and will deliver themes and stories that focus on education, adventure, friendship and humor, allowing preschoolers to play out the tales of Peter and his friends at home.

"The success of Nickelodeon's reimagined *Peter Rabbit* series has given us the opportunity to expand our connection with our audience by developing a brand-new line of endearing and engaging products," Manuel Torres, Senior Vice President Global Toys and Electronics for Nickelodeon Consumer Products. "Cartwheel Kids are a team of talented industry veterans who have a finger on the pulse of toy trends and innovation; they truly capture the heart and imagination of the series with a collection of products today's kids and their parents will fall in love with."

"Cartwheel Kids is thrilled to partner with Nickelodeon on such an exciting re imagination of *Peter Rabbit*, a beloved, classic children's brand," said Vince Klaseus, President of Cartwheel Kids. "It enables us to leverage our collective years of experience in preschool toys and fulfill our mission of delivering quality toys rooted in imaginative play and storytelling."

In February, Nickelodeon debuted the CG-animated preschool series *Peter Rabbit* to impressive ratings, ranking as the network's highest-rated preschool series premiere since 2011. The series is a reimagining of the popular Beatrix Potter children's books based on the beloved Peter Rabbit character, which have sold over 250 million copies worldwide and been translated into 35 languages. The series follows the adventures of Peter Rabbit and his best friends Benjamin Bunny and Lily Bobtail. *Peter Rabbit* features educational goals that encourage preschoolers to learn problem-solving and interpersonal skills, self-efficacy, resilience and fosters an interest in nature. The series airs regularly weekdays at 12 p.m. (ET/PT) on Nickelodeon.

### About Cartwheel Kids

Cartwheel Kids LLC is wholly owned subsidiary of Xcessory International, and designs and manufactures unique and innovative playthings for children ages infant to tween including preschool toys, figures, play sets, plush, dress-up, role-play, seasonal and novelty items, and more. Led by a team of acclaimed industry veterans including Vince Klaseus, Len Mazzocco and Daniel Setton, Cartwheel Kids offers unparalleled expertise in product design and development as well as brand-building and franchise management.

Cartwheel Kids is committed to delivering quality toys rooted in imaginative play and storytelling, targeting parents and grandparents with both mass and mid-tier specialty offerings. For more information, visit <http://www.cartwheelkids.com>.

### About Nickelodeon

Nickelodeon, now in its 34th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 18 consecutive years. For more information or artwork, visit [www.nickpress.com](http://www.nickpress.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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