

LITTLE TIKES® SIGNS ON AS MASTER TOY LICENSEE FOR POPULAR DIGITAL IP LITTLE BABY BUM WHICH HAS MORE THAN 28 MILLION SUBSCRIBERS

New Toys Featuring Little Baby Bum Signature Characters to Hit Retail, Fall 2019

(VAN NUYS, CALIF., February 15, 2019) – Iconic childhood brand, Little Tikes®, which celebrates its 50th anniversary this year, today announced a new licensing deal with Moonbug, a global entertainment company that develops and distributes safe and fun content for children. As the exclusive Master Toy Licensee for Moonbug’s digital IP Little Baby Bum, a show that focuses on 3D animation with classic nursery rhyme stories and kids’ songs, Little Tikes will bring to life signature characters through exciting and innovative products designed for kids 6 months and up.

Little Baby Bum, which was acquired by Moonbug last year, has a global family fan-base of over 28 million subscribers. Their videos have been watched over 23 billion times on YouTube alone, are available in 11 different languages and are being enjoyed all over the world. Little Baby Bum is also available on multiple other platforms, including streaming services such as Netflix and Amazon.

“For the past 50 years Little Tikes has created innovative products that have spanned generations,” said Isaac Larian, CEO and Founder of MGA Entertainment, which owns Little Tikes. “Little Baby Bum’s exceptional content and vast online presence, combined with Little Tikes’ deep understanding of kids and parents, makes this collaboration a perfect match. We have accelerated the creative process to ensure products will be available at key retailers this fall.”

Throughout the past five decades, Little Tikes has made great iconic products like the Cozy Coupe®, Turtle Sandbox, Cape Cottage Playhouse™, Activity Garden™, First Slide™, Easy Store™ 3’ Trampoline, and more, that have brought joy and smiles to kids’ faces around the world. As the Master Toy Licensee Little Tikes will conceptualize, manufacture, promote and distribute new toys and products inspired by Little Baby Bum’s universe.

Added Larian: We have traditionally declined licensing deals, but we found Little Baby Bum to be a perfect fit for Little Tikes.

“We are excited to launch a toy line together with MGA to offer kids around the world the opportunity to connect our much-loved nursery rhyme stories with tactile experiences, which will support their development,” said René Rechtman, co-founder and CEO of Moonbug. “It is long overdue that digital IP, which has a vast global audience, is connected with the physical world.”

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Moonbug was co-founded by media veterans René Rechtman and John Robson. Rechtman was most recently head of non-linear media networks at The Walt Disney Company, joining the company through its acquisition of Maker Studios, where he served as president of international. Robson previously served as managing director of WildBrain and held executive roles at HTC and Paramount Pictures, among others. Rechtman and Robson identified a unique opportunity in entertainment to create a global digital content company that parents can feel good about.

ABOUT MOONBUG

Moonbug is a global entertainment company that offers fun and safe content for children. Moonbug develops and distributes age-appropriate content that encourages healthy values such as compassion, empathy and resilience, while teaching children fundamental life skills. The company was co-founded by media veterans René Rechtman, CEO, and John Robson, COO, and is dual headquartered in London and Los Angeles.

ABOUT MGA ENTERTAINMENT

MGA Entertainment, Inc., a consumer entertainment products company headquartered in Van Nuys, California, creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as L.O.L. Surprise!®, Little Tikes®, Springlings™ Surprise, Num Noms®, Poopsie Slime Surprise!™, Project Mc2®, Crate Creatures Surprise!™, VIRO Rides™ and Zapf Creation®. Visit us at www.mgae.com [and](#) www.littletikes.com.

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MEDIA CONTACT FOR MOONBUG:

Brew
Elizabeth Soares
415-583-4433
elizabeth@brewpr.com

MEDIA CONTACT FOR MGA:

Corie Jackson or Phylisha Owens
818-894-2525
Communications1@mgae.com