



Tuesday February 19, 2008

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Storm Hawks To Soar Onto Shelves

February 18, 2008

The high-flying transforming action of Nerd Corps Entertainment's original series STORM HAWKS will soon come to retail stores in the form of trading cards, toys, apparel, bedding and footwear.

The hit 3D action/comedy series is currently airing on Cartoon Network five days a week during the network's afternoon programming block.

Coming up for 2009, category giant WizKids will unveil a brand new STORM HAWKS PocketModel trading card game (TCG), allowing kids to collect and construct models of vehicles and characters from the show, integrating them into a trading card battle game.

It's the third PocketModel TCG in WizKids' roster, following the successful launch of the STAR WARS PocketModel TCG in June 2007.



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New licensing for STORM HAWKS includes signing on five new international licensees and seven new North American licensees.

In addition to master toy partner Spin Master launching a full toy range across North America in January, STORM HAWKS' North American agent MGM Consumer Products has locked in several new licensees for the first wave of merchandise due out in summer and fall of 2008.

New deals include C-Life for apparel, Accessory Innovations for backpacks and accessories, WestPoint Home for bedding, Hybrid Promotion for t-shirts, Elegant Headwear for hats and caps, Hobbico Corporation for 3D puzzles and Weisner Products for footwear.

Additionally this January and February, Carl's Jr. and Hardee's restaurants across the U.S. will be featuring Storm Hawks toys in more than 3 million of its Cool Kids Combos.

To further expand STORM HAWK's U.S. reach, MGM will be calling on the expertise of strategic product licensing and merchandising agency Brandgenuity.

In the Canadian market, Segal Licensing will spearhead the licensing and merchandising campaign.

Overseas, Nerd Corps Entertainment has assigned the licensing agency representation rights to RMP Licensing for France and French speaking territories; Exim Licensing will represent the brand through Mexico, Central and South America and the Caribbean; Haven Licensing will manage Australia and New Zealand and Empire Multimedia will be handling Asia (excluding Japan, Korea, India and China).

In addition to these announcements, Nerd Corps has also secured a deal with Kidz Entertainment for all rights to the series in the Nordic Territories.

Kidz will also act as licensing agent for Eastern Europe and CIS.

Previously announced deals with BRB for Spain and Portugal and M4E in Germany and German-speaking territories rounds out the team internationally, with more announcements to come.





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