

To view this email as a web page, go [here](#).

chorion



**CHORION PARTNERS WITH TY'S TOY BOX FOR NEW
OLIVIA SHOP**

Launches official 'myolivia.com' website

London/New York, 2 November 2009: Leading rights owner Chorion has secured a deal with leading e-tailer TysToxBox.com, a Brand Performance company, to launch a dedicated **Olivia** shop online at www.tystoybox.com for North America.

The Ty's Toy Box site features brand new **OLIVIA** products including Ty's exclusive personalized T-shirts and the best-selling **OLIVIA** DVDs. In addition to these items, the new range of **OLIVIA** TV tie-in books from Simon & Schuster will be available starting in November.

"We are thrilled to join **Olivia** in her grand adventures," said Ty Simpson, CEO of Brand Performance, parent company for Ty's Toy Box. "Our new **OLIVIA** store features customizable T-shirts, where kids can choose from a number of fun styles and colors and then add their names, as well as many other great **Olivia** accessories. Plus, parents will love that they can stock up on **Olivia** merchandise for the holidays!"

In addition, Chorion is also launching an official **OLIVIA** website www.myolivia.com this month for children and parents which features games, printables and information on **Olivia** and her hit TV series.

Commenting on the two new sites, Joan Blanski, SVP Global Brand for **OLIVIA** at Chorion, adds: "We are excited to launch the new www.myolivia.com site which will connect viewers and fans of the property to our broadcast partners in key markets. The **OLIVIA** shop on tystoysbox.com will be a great convenience for **OLIVIA** fans who will easily find the new **OLIVIA** products as they become available."

Chorion is continuing to extend the reach of **Olivia** both in the US and globally. The new 3D CGI animated children's television series **OLIVIA** based on the best-selling book series by Ian Falconer published by Simon & Schuster launched strongly on Nickelodeon (US), Treehouse (CN), Five in the UK, ABC Australia and TF1 France. The 52 x 11-minute animated series is also making waves internationally and will air on over 120 top broadcasters around the world by the end of this year. **OLIVIA** merchandise will also be available on Ty's Toy Box shop in Canada.

Spin Master is on board as global master toy partner for **Olivia** and will develop a wide range of pre-school girl's toys for rollout in autumn 2010.

OLIVIA is animated by the Academy Award® nominated company Brown Bag Films. It is executive produced by Chorion's Diana Manson and Kurt Mueller, and Brown Bag Films' Cathal Gaffney.

Olivia is today's girl. She is a 6 ³/₄ old dynamo who believes she can do anything and sees every day as an opportunity to try new things. Her vivid imagination takes her on grand adventures, both real and fantasy, and like all children, her antics occasionally result in endearing misadventures. Olivia's confidence and positive nature inspires kids everywhere to think boldly and follow their dreams.

For further information contact:

Janet Balmforth/Aimee Norman at Blueprint PR (for Chorion)
Tel: +44 (0) 208 868 0511 or Email: janet@blueprintpr.co.uk

Laura Guder, Brand Performance
Tel: + 859.282.8697 x217 or Email: laura.guder@brandperformance.com

About Chorion

Chorion is a leading provider of quality family entertainment for the global marketplace. Chorion brings a combination of brand management savvy and creative vision to the development of literary copyrights across all media. Chorion's portfolio includes classic children's brands such as **Mr. Men and Little Miss, Beatrix Potter, Paddington, Noddy, OLIVIA**, and **The World of Eric Carle** as well as art and lifestyle brands. Chorion also owns and manages the literary works of Agatha Christie, Raymond Chandler and Georges Simenon, among others.

Chorion's animated television productions include **OLIVIA, The Mr. Men Show, Famous Five: On the Case** and **Noddy** and **Noddy in Toyland**. **The Mr. Men Show** Season 2 debuts internationally Autumn 2009. New productions for 2010 include **The Octonauts** and **Gaspard and Lisa**.

Chorion has offices in London, New York and Sydney. For more information, please visit www.chorion.co.uk.

About Ty's Toy Box, LLC

Ty's Toy Box, LLC (www.TysToyBox.com) is a leading multi-channel e-tailer of licensed character brands, specializing in the creation, management, marketing and fulfillment of comprehensive, dedicated marketplaces that carry the full breadth of officially licensed product available for each brand. One of the Brand Performance companies, TysToyBox.com has been responsible for launching breakthrough entertainment brands and cultural favorite classic characters online via its toy and

merchandise stores, becoming a leading e-tail destination for character fans worldwide. Currently, TysToyBox.com features such popular brands as Yo Gabba Gabba™, Super Why!™, Curious George™, Wow Wow Wubbzy™, Care Bears™, Ben 10™, Barney™, Caillou™, Max & Ruby™ and others. For more information, visit the corporate site at www.BrandPerformance.com.

###

This email was sent to: tsimpson@ttbmarketplace.com

Go [here](#) to leave this mailing list or [modify](#) your email profile.
We respect your right to privacy. [View](#) our policy.



This email was sent by: **October Strategies, Inc.**
10062 Glenstone Circle , Highlands Ranch , CO, 80130 , USA