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Contact:

Amy Opheim
Funosophy, Inc.
562.436.5251
amy@funosophy.com
www.funosophy.com



**IS SPONGEBOB IN FOR ANOTHER BANNER YEAR?
Thousands of Kids Predict the Fate of Top Evergreen Licenses**

Long Beach, Calif. (May 2, 2006) – Just in time for Licensing 2006, the KidzEyes/Funosophy Annual License Tracker evaluates today's top licensed properties for kids, predicting which will boom and which will bust this year.

Designed to help kids' marketing professionals make the best possible licensing decisions, the License Tracker features responses from more than 8,000 kids ages 6-17 nationwide. Kids rank the popularity of the top 50 licenses, giving an up-to-the-minute read on each property's lifecycle status and age skew. In addition, gender neutral licenses are rated by both boys and girls, giving insight into gender skew. Results give licensors the ammunition they need to promote their properties to potential licensees and help licensees determine which properties to pursue and how much they're worth, given their lifecycle status.

Available electronically on June 6 for the early-bird price of just \$599 (through June 22, 2006), The License Tracker report includes 6- and 12-month trend data for most properties surveyed, as well as age breakouts and gender skews (for gender neutral properties). Interested purchasers should email info@funosophy.com or call 562.436.5251 to order.

The License Tracker is produced annually in the spring by KidzEyes and Funosophy, Inc. The KidzEyes/Funosophy 2006 State of the Industry Report, available in November, will continue to gauge the trend of these and other top kid's licenses, measuring their popularity and helping manufacturers, licensors, and buyers manage their licensed properties, products, and inventory.

About Funosophy, Inc.:

Founded in 2000 by toy industry veteran Nancy Zwiers, Funosophy is the leading consulting firm in the toy industry, called upon by the toy, children's entertainment, and licensing industries for its talent, experience, and expertise in strategic brand building, consumer research, license acquisition, and new product development. Providing a synergistic blend of traditional packaged goods and toy marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools.

About Kidzyes:

Based in Chicago, C&R Research is a leading market research firm. KidzEyes is one of several specialized services of C&R Research. Using state-of-the-art, kid-friendly innovations such as the KidzEyes online panel of more than 20,000 kids and teens, KidzEyes keeps pace with the rapidly evolving children's market and offers clients a kids'-eye view of the world. Other KidzEyes services include a variety of traditional quantitative and qualitative approaches including monthly online omnibus services. To request more information about KidzEyes call 1-800-KidzEyes(1-800-543-9393) or visit www.crrresearch.com or www.kidzeysomnibus.com.