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7,000 Kids Rank Top Kids' Licenses

-Data helps manufacturers, licensors, and buyers make smart licensing choices-

Long Beach, Calif. (July 12, 2005) – More than 7,000 kids predict this year's hottest holiday licenses in the latest mega-survey from KidzEyes and Funosophy, Inc., the preeminent brand-building consulting firm for toys and entertainment products.

The KidzEyes/Funosophy License Tracker features responses from kids ages 6-17 and provides valuable insight into the popularity of more than 50 of the hottest kids' licenses on the market. The results are a clear indicator of which brands have increased in popularity since Q4 '04 and which will likely continue to trend upward heading into the 2005 holiday season. This information helps industry professionals understand the life-cycle curve of each license, enabling them to better manage their current licenses, products, and inventory and to select the right licenses at the right time moving forward.

Now available to toy and juvenile manufacturers, licensors, and retail buyers for just \$499, the 18-tab report includes a comparison to each license's ranking in the Kidz Eyes/Funosophy Holiday 2004 Wish List Survey, providing information on where each license is in its lifecycle. In addition, the report includes detailed data on the age and gender skew of each license.

License Tracker is produced twice a year by KidzEyes and Funosophy, Inc. The Fall 2005 License Tracker, available in November, will continue to gauge the trend of these and other top children's licenses, measuring their popularity with kids and helping manufacturers, licensors, and buyers manage their licensed properties, products, and inventory into 2006.

About Funosophy, Inc.:

Founded in 1999 by Nancy Zwiers, former Senior Vice President of Worldwide Marketing for Mattel's Barbie brand, Funosophy is the leading consulting firm in the industry, called upon by toy manufacturers and video game producers alike for its talent, experience, and expertise in research, licensing, and brand consulting. Providing a synergistic blend of traditional packaged goods and toy marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools. For more information on Funosophy or to purchase the latest License Tracker survey results and analyses, visit www.funosophy.com or call 562.436.5251.

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