VIP IN GERMANY LICENSES SHAKIRA, PINK AND BEYONCE

Following intensive negotiations, Hamburg-based VIP Entertainment & Merchandising AG has secured the licensing rights for top acts Shakira, Pink and Beyoncé.

Shakira has recently won the MTV Award, Best Solo Artist 2006, ex-Destiny's Child lead singer Beyoncé collected five Grammy Awards and Pink held the Number One position at the MTV TRL Charts for twenty consecutive. Of great advantage to VIP is the fact that all three artists are either currently touring in Germany or plan to in the near future.

Michael Lou, CEO of VIP is very optimistic that his program will attract plenty of serious interest, not only for product licenses but also as endorsements or in advertising .

Shakira is already seen in Pepsi Cola commercials, Beyoncé endorses L'Oreal hair care and Sony launched a special Pink Playstation.

V.I.P., one of the longest-running licensing agents in Germany with a track record going back over twenty-five years, have significant experience in licensing celebrities and, over the years, have represented Michael Jackson, Madonna, Celine Dion and Britney Spears.

The company has also licensed Marilyn Monroe, Humphrey Bogart and James Dean to Chrysler and the Beatles song Hello, Goodbye for commercials from mobile phone company E-Plus on a long term basis. Additional deals include Sophie Loren and Pele for Lufthansa, David Bowie for Mercedes and Marilyn Monroe for Coca-Cola.

"The use of celebrity images has become more and more popular in Germany." Lou explained. "But it only works if the public image and the licensing and advertising history of the star is in line with the target group. And, of course, if the celebrity has not been over-exploited, such as, for example, ex-soccer star Franz Beckenbauer, as the whole campaign could lose its credibility. Singer Anastasia, who has been licensed for a fashion line to German fashion group S.Oliver is a good example of how to do it right, as some of the proceeds go to her charity fighting cancer".

Other celebrities represented by VIP are also now supporting charities. Shakira is involved with a charity helping underpriviledged children in Colombia and Pink is involved with Peta who fight the use of animal fur in fashion.

DECODE SIGN HASBRO FOR FRANNY'S FEET

Decode Entertainment has recently appointed Hasbro division, Playskool, as the worldwide master toy and game licensee for preschool show, Franny's Feet, currently airing on PBS KIDS. Playskool plans to launch the first Franny's Feet toys and games in 2008.

In its first three months on Thirteen/WNET New York,Franny's Feet quickly became one of the most popular kid's shows. In the series, Franny explores new places, meets new people and encounters new situations broadening her understanding of the world. In each episode, Franny tries on a pair of shoes that sends her on magical adventures all over the world.

"Franny's Feet is a wonderful program and we are happy to be the master toy and game licensee for the series," said Leigh Anne Cappello, vice president of Playskool. "We believe the magic and charm of Franny's character and the show will bring unique toys and games to the marketplace."

Franny's Feet airs on PBS stations in various major markets, including Chicago, Philadelphia, Boston, Washington DC and Houston. Additionally, the program airs internationally in countries including Canada, United Kingdom, Australia, Poland, Japan, Finland, Norway, France, Italy, India, Singapore, Taiwan and Denmark.

"We couldn't be happier to have Playskool as our toy licensee," said Steven DeNure, president of Decode Entertainment. "Playskool is the ideal partner for our much loved character, Franny. We have every confidence that Playskool will successfully bring Franny's Feet to life with products that are fun for girls."

The deal was brokered by Decode Entertainment's licensing agency, The Sharpe Company Inc, based in California.

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