



THE LITTLE PRINCESS – A RIGHT ROYAL SUCCESS!



One of the UK's most popular picture book characters, the Little Princess now has her very own 65 x 11' animated series, with a dazzling range of tie-in titles to accompany the show.

Rights to the award-winning TV series have been sold in over 100 territories worldwide, and her TV tie-in books have notched up sales of over 400,000 copies around the globe since the first four titles were launched in April 2007.

TV tie-in publishing rights have already been snapped up in: Australia, Canada, Denmark, France, Norway, Portugal, Romania, South Africa, Wales, Sweden, Netherlands, Poland, Finland, Croatia, Slovenia, Bulgaria, UAE, Korea, Iceland, Hungary, Czech Republic and Germany.

Within 1 month of the TV launch in the UK, Little Princess was the number 1 show for girls (aged 4-6) on Channel Five's Milkshake slot. The series has won both the Best Animated Series Prize at the Stuttgart Animation Festival, and was shortlisted for a BAFTA Award. Two half-hour specials will be premiered on TV this autumn.

The tie-ins are backed up by DVDs and a sparkling range of licensing, including toys (Martin Yaffe), pan-European home textile products, confectionery and cakes, footwear, jigsaw puzzles, boardgame kits and apparel. The Little Princess even has her own dedicated website: www.littleprincesskingdom.com



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