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### **CAILLOU MARKETPLACE LAUNCHES AT TY'S TOY BOX**

#### **Leading Online Retailer Creates Comprehensive Marketplace In Advance of Caillou's 20 New Episodes Premiering in 2006**

Toronto, CA, & Erlanger, KY (November 14, 2005) – Ty's Toy Box ([www.tystoybox.com](http://www.tystoybox.com)), a leading online retailer of licensed children's merchandise, recently launched its marketplace for the popular preschool brand "Caillou" in advance of the show's premiere of 20 new half hour all animation Caillou episodes from Cookie Jar Entertainment in 2006.

The marketplace features the full breadth of Caillou product available, including apparel, toys & games, plush, books, home video, room décor & furnishings, dinnerware, and more. A perennial favorite of both mothers and preschoolers, Caillou is a little boy with a very big imagination whose world is filled with wonders, adventures and marvelous things to discover. The new episodes premiering in 2006 will center around the theme of "make believe", with Caillou's vivid imagination leading to adventures where all kids are heroes.

As the licensing program for Caillou's new themes develops in 2006, Ty's Toy Box will be the online retail destination for the full array of Caillou merchandise available, including many exclusive and hard-to-find items, for the millions of Caillou fans around the world.

"Caillou is one of those properties that mothers and their children adore yet they often have difficulty finding a large and varied selection of Caillou merchandise in any one retail store, especially in the US" said John Gildea, senior vice president of consumer products for Cookie Jar Entertainment. "We're excited to partner with Ty's Toy Box in delivering what the fans of this brand have been clamoring for: a single shopping destination for the Caillou brand."

"We've admired Caillou for some time and are pleased to partner with Cookie Jar in helping further build the brand as its new themes launch in 2006" said Ty Simpson, president of Ty's Toy Box, LLC. "Caillou is a classic brand that often is underrepresented at traditional retail, providing us with an opportunity to appeal to the many Caillou fans around the world while building brand support as the new 2006 programming premieres."

For more information, visit the Ty's Toy Box Blog ([www.tystoyboxblog.com](http://www.tystoyboxblog.com)) or contact George Stolpe, director of business development & marketing for Ty's Toy Box, at (859) 282-8697, ext. 6.

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#### **About Cookie Jar Group**

Cookie Jar Group develops, produces, distributes and markets quality products to children, their caregivers, parents and teachers. Cookie Jar Group's products reflect its commitment to providing the best in children's published content, animated and live action programming and innovative educational and entertainment-driven products worldwide. The group of companies consists of Cookie Jar Entertainment Inc. and Cookie Jar Education Inc., as well as a 20% interest in Teletoon Canada Inc., Canada's only all animation broadcaster.

Cookie Jar Entertainment Inc., Cookie Jar Group's entertainment operation, is a leading, global, independent producer, marketing and brand manager of such renowned children's properties as "Arthur", "The Doodlebops", "Gerald McBoing Boing" and "Caillou". Combining globally-renowned intellectual properties with an industry-recognized management, Cookie Jar Entertainment Inc. is a market-driven, brand building company that is committed to children first and foremost and is dedicated to the development and production of quality programming that embraces the whole child, with animated and live-action series that entertain, inspire and enlighten children and family audiences worldwide.

#### **About Ty's Toy Box**

Ty's Toy Box, LLC ([www.tystoybox.com](http://www.tystoybox.com)) is a leading online retailer specializing in comprehensive, dedicated marketplaces for licensed children's brands. Currently, it is the largest single online retailer for such popular brands as The Wiggles, Teen Titans, Strawberry Shortcake, The Doodlebops, The Koala Brothers, Jo Jo's Circus, Miss Spider's Sunnypatch Friends, Atomic Betty, Barney, Rolie Polie Olie and others. Each marketplace carries the full breadth of officially licensed product available for that brand, including toys & games, apparel, party items, home & room décor, books, home video, arts & crafts, accessories and more, offering fans of each brand a complete retail destination to satisfy their needs.