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**HERE COME THE DOODLEBOPS TO TY'S TOY BOX**  
**Cookie Jar Entertainment Partners With Leading Online Retailer To Satisfy  
Customer Demand Through Innovative, First-Ever Early Merchandise  
Licensing Agreement**

Toronto, CA, & Erlanger, KY (November 29, 2005) – Cookie Jar Entertainment, the entertainment arm of Cookie Jar Group, is partnering with Ty's Toy Box ([www.tystoybox.com](http://www.tystoybox.com)), a leading online retailer, to create a first-of-its-kind licensed merchandise program to satisfy the early and growing customer demand for its hit music-focused series, "The Doodlebops". Since airing on Playhouse Disney in April 2005 The Doodlebops have continuously achieved top of the charts status, consistently coming in #1 with kids 2-5 in its time period against the competition\* and have quickly become a rock 'n roll phenomena with the preschool set.

Beginning in November, Ty's Toy Box will offer for sale its first wave of exclusive Doodlebops merchandise that ultimately will include apparel, backpacks, lunch bags, clocks, watches, picture frames and more. All merchandise will be available only at [www.tystoybox.com](http://www.tystoybox.com). Consumers also can access the marketplace through the "Stuff" link on The Doodlebops official web site at [www.doodlebops.com](http://www.doodlebops.com).

"Since premiering in the US on Playhouse Disney on April 11<sup>th</sup>, 2005, we have been besieged by fans clamoring for Doodlebops merchandise," said John Gildea, senior vice president of consumer products for Cookie Jar Entertainment. "Since it typically takes a year or more for consumer products to start hitting the shelves, we're excited to partner with Ty's Toy Box on this innovative approach toward satisfying this early demand and building the Doodlebops brand in advance of its official launch at retail in the third quarter of 2006."

"As the largest online retailer of such popular children's brands as The Wiggles, Teen Titans and others, we realized the breakout, long-term potential of The Doodlebops immediately and applaud Cookie Jar's forward-thinking vision in partnering with us on an early merchandise licensing program," said Ty Simpson, president of Ty's Toy Box, LLC. "Cookie Jar's commitment to its audience mirrors our commitment to our customers and the true winners are The Doodlebops fans"

"The Doodlebops," which airs seven days a week at 9:00am, and showcases bonus episodes Tuesday – Friday at 11:30 am, uses the power of music and rhyming to help preschoolers strengthen their language and literacy skills. It also conveys concepts of cooperation and other pro-social behavior to help parents better socialize their preschoolers. The live-action series introduces three colorful, cartoon-like characters -- Rooney, Moe and Deedee -- that make up a zany yet charming pop/rock group. Comedic storylines are punctuated by the band's rousing performance of original songs while characters invite preschool age viewers to sing along. Each episode culminates with a Doodlebops concert scene. Also interwoven are lessons extolling the importance of teamwork, good behavior, getting along with others, trying one's best, facing fears and being reliable.

\*NHI Galaxy Explorer, US Rating, 9/6/05-10/31/05 SS 9:00am TP vs. NICK, CARTOON, NOGGIN, ABC FAMILY, TOON DISNEY ABC, NBC, CBS, FOX, WB  
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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," "Caillou" and "Gerald McBoing Boing." Combining globally-renowned intellectual properties with an industry-recognized management team, 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 Koala Brothers, Jo Jo's Circus, Miss Spider's Sunnypatch Friends, Atomic Betty, Barney, Caillou, 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.