

## **BBC WORLDWIDE APPOINTS DIMENSIONAL BRANDING GROUP TO REPRESENT *THE SECRET SHOW***

The secret is out! BBC Worldwide today announced the appointment of Dimensional Branding Group as the exclusive North American licensing agency for Collingwood O'Hare's madcap animation series, *The Secret Show*.

Dimensional Branding Group (DBG) plans to use the unique humor and multiple layers of secrecy built into *The Secret Show* to drive strategic licensing efforts in the toy, game, and interactive categories. DBG will work closely with BBC Worldwide and US broadcaster Nicktoons to create an integrated licensing campaign in North America.

Anna Hewitt, Head of International Licensing, BBC Worldwide said: "With Dimensional Branding Group's expertise in this market and drive and enthusiasm for the brand, I'm confident that they're the perfect fit for this property. We're looking forward to making *The Secret Show* anything but secret in the US and Canada."

Larry Seidman, CEO of the Dimensional Branding Group, said: "Dimensional Branding Group and BBC Worldwide have many secret plans concerning *The Secret Show* including a consumer website and trade style guide, a fantastic television partner in Nicktoons, and supreme advertising and marketing support. Our licensing agents will attend all key trade events representing the best new kids property on the planet... *The Secret Show!* Whoops, I thought this was off the record. Those plans are so secret I shouldn't have told you!"

*The Secret Show* will make its US debut on Nicktoons, the 24 hour animation network owned by Nickelodeon, beginning in January 2007. *The Secret Show* is about 'secret people doing secret things'. Special agents Victor Volt and Anita Knight work for U.Z.Z protecting the world against the evil forces of T.H.E.M. Managed by a boss whose name is, quite literally, 'changed daily', and assisted on their madcap missions by an insane scientist, 'Professor Professor,' Victor and Anita manage to save the world – or large parts thereof – once or sometimes even twice a week.

The Secret Show was commissioned by the BBC, and is aimed at 7-12 year olds. It is expected that the series will be delivered with style and panache to satisfy even the coolest kids and their parents.

BBC Worldwide signed a distribution deal with Collingwood O'Hare Entertainment in February of this year, giving BBC Worldwide cross-media rights for global program distribution of *The Secret Show*, as well as merchandising, publishing and Home Video rights.

### **Notes to editors:**

#### **About BBC Worldwide:**

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence payer and invest in public service programming in return for rights. The company has seven core businesses: Global Channels, Global TV Sales, Magazines, Content & Production, Home Entertainment, Children's and Digital Media. In 2005/06 BBC Worldwide generated profits in excess of \$169 million on sales in excess of \$1.48 billion.

#### **About Dimensional Branding Group, LLC:**

Based in the San Francisco bay area, Dimensional Branding Group (DBG) focuses on brand licensing and promotional programming with a unique emphasis on strategic marketing and consumer research. DBG specializes in developing evergreen toys, children and iconic brand trademarks into entertainment placement and new extension markets.

Dimensional Branding Group (DBG) works with a select family of brands and clients which enables them to provide service levels that go beyond those of traditional licensing agencies.

DBG's licensing clients value their ability to create marketing partnerships, not just licenses. These partnerships synthesize ideas, people and brands to create lasting value. While each new licensing opportunity has dimensions that are unique, DBG's objective is always the same: super charge their brands with their passionate brand extension approach while enhancing revenue and strengthening & protecting their brand value.

DBG's clients include: Jenga, Whac-A-Mole, Big Wheel, Batfink, Crazy Pets, Dress Up Box and MoMA Modern Kids.

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