



LICENSING WORKS!® TAPPED TO REPRESENT MILLIMAGES' POPULAR MOLANG IN NORTH AMERICA

For Immediate Release:

(Las Vegas)(May 9, 2016)—Licensing Works!® has been appointed the North American licensing agent by Paris-based animation production and distribution studio, **Millimages**, to represent the popular *Molang* animated series.

Licensing Works! has set the Licensing Expo to introduce licensees to the brand and is seeking new licensing and merchandising partners in all key categories to include toys, collectibles, plush, games, puzzles and costumes, publishing and stationery, apparel and accessories, party goods, consumables, home and room décor, jewelry and tech accessories, as well as QSR promotions and advertising tie-ins.

Created by Hye-Ji Yoon, *Molang* (104 x 3'30 min. 2D HD), "The Happiness Property", is dialogue free and comprised of two vastly adorable characters: Molang, a joyful, eccentric and enthusiastic rabbit and his best friend, Piu Piu, the shy, discreet and emotional little chick. Targeting everyone from preschoolers to teenagers, *Molang* features adventures that embody happiness, friendship, mutual respect, and solidarity.

"We are so excited to represent this infectiously humorous property with its cute kawaii design and wonderful happiness positioning that will transcend preschoolers to teenagers through young adults," noted Leslie Levine, Owner of Licensing Works.

Molang airs on Disney Junior and also can be viewed online at Disney Junior (<http://disneyjunior.disney.com/molang>). The brand is supported by a strong social media campaign found on Facebook, Twitter and Tumblr.

Laurence Papon, the head of licensing at Millimages, added: "Dozens of broadcasters committed to season one based only on a pilot which resulted in our extensive sales globally (143 countries worldwide). Season two is already in production with presales confirmed to dozens of leading broadcasters around the world. Strongly supported by Disney Junior's outstanding performance, all lights are green for our adorable *Molang*. We are delighted to have Licensing Works! on board at this amazing time. Their extensive experience will result in *Molang* becoming a highly recognized brand throughout North America. We are thrilled with *Molang's* enormous potential."

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About Licensing Works: Licensing Works!® represents the creators and owners of intellectual property for merchandise licensing and promotions including some of the world's most well-known brands: Zorro® from Zorro Productions, Inc., Tarzan® from Edgar Rice Burroughs, Inc.™, MEG Toys' Puppy In My Pocket® franchise, Kewpie® from Kewpie Corporation, Inc., Moulin Rouge® from Moulin Rouge S.A., Once Upon A Time from ABC Studios, Zou from Cyber Group Studios, Mundo Lanugo® from Lanugo, LLC, from Antoine de Saint-Exupéry Estate, Le Petit Prince®/ The Little Prince™ and newly added Molang from Millimages SA. www.licensingworks.us

About Millimages SA: Millimages, created by Roch Lener, is one of the leading groups in the European Audiovisual. For over 20 years, Millimages produces and distributes films and animated series with a rich catalog of more than 500 hours sold worldwide. For more information: www.millimages.com
