



LICENSING WORKS!® APPOINTED BY THE ESTATE OF ANTOINE DE SAINT-EXUPÉRY AND NDA AS THE LICENSING AGENT TO REPRESENT THE CLASSIC RIGHTS TO *THE LITTLE PRINCE™ / LE PETIT PRINCE®* ICONIC BRAND



With Over 200 Million Copies Sold Globally
The Little Prince™/Le Petit Prince® Is One of the Highest Selling Books of All-Time

For Immediate Release:

(Las Vegas) -- February 8, 2016 – **Licensing Works!**® has signed with the Estate of Antoine de Saint-Exupéry, and leading French IP Rights company NDA, to represent the North American rights to the globally popular children’s classic book series, *The Little Prince™/Le Petit Prince®*. New licenses secured by Licensing Works!® will include the rights to the 2018 75th Anniversary Celebration special logo for the endearing and iconic brand.

Antoine de Saint-Exupéry's beloved 1943 novella "*The Little Prince™/Le Petit Prince®*," is touted to be one of the most successful books of all-time with over 200 million copies sold worldwide. *The Little Prince* is the most translated book in the world after the Bible, with over 288 official translations and has more than 400 million readers. Over 2 million copies of the original book continue to be sold annually!

“We are so pleased to represent *The Little Prince* iconic brand and welcome licensing discussions for classic rights now available for apparel and accessories, toys, games, publishing, stationery, gift, consumables, domestics and home décor and all other relevant categories,” said Leslie Levine, owner of Licensing Works!®. “The ongoing worldwide continued success of the original book has evolved into a very unique and appealing brand reaching a broad audience drawn to the global values of humanity, concern for the environment, the specialness of childhood, love and friendship.

The story is of a precocious boy who enchants a stranded pilot with his allegorical tales of traveling the universe. Saint-Exupéry wrote this as a children’s book intended for grown-ups but it can be read on many different levels to provide pleasure and food for thought for readers of all ages.

The Little Prince is inspired in part by Saint-Exupéry's own experiences as a pilot marooned in the Sahara Desert during a long-distance race. Illustrated in watercolor and presented in simple, clear prose, this easy-to-read book has been translated into a radio play, four ballets, four operas, a stage musical, a claymation short, more than 300 licensed books, video games, Japanese anime, theme park attractions, museum exhibitions worldwide, five movies (including a \$70 million dollar stop-motion animated feature film with an all-star voice cast and Oscar nominated director set for U.S. release in 2016).

"*The Little Prince* is a worldwide iconic brand and we are so happy to announce this collaboration with Licensing Works!® as we focus on growing the licensing opportunities in the United States" said Thomas Rivière CEO of the Estate of Saint Exupéry in charge of the US territory.

"*The Little Prince* is at home in the United States! With the expertise of Leslie and her team at Licensing Works!® we aim to bring an extensive licensing program to the American audience in preparation for the 75th Anniversary of this worldwide beloved character in 2018," noted Nathalie Delin, associate partner at NDA, Regional Supervisor of the US territory on behalf of the Estate of Saint Exupéry.

The property maintains over 150 active licensees worldwide generating an estimated \$100+ million annually (retail sales), and host over 9 million Facebook fans in addition to having over 3 million views on YouTube, *The Little Prince*™/*Le Petit Prince*®.

The brands official website is offered in six languages with a half a million unique visitors annually.

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About Licensing Works: Licensing Works!® represents the creators and owners of intellectual property for merchandise licensing and promotions on a worldwide basis including some of the world's most well-known brands including: [Zorro](#)® from Zorro Productions, Inc., [Lost Worlds of Edgar Rice Burroughs](#)™ 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, and newly added, from Antoine de Saint-Exupéry Estate, [Le Petit Prince](#)®/ [The Little Prince](#)™.

About NDA: A French company specialized in IP rights management including The Little Prince for which NDA acts as USA Regional Supervisor on behalf of the Estate of Antoine de Saint-Exupéry.

About The Estate of Antoine de Saint-Exupéry: A French company officially known as Société pour la Gestion et l'Exploitation des Droits Dérivés de l'Œuvre d'Antoine de Saint-Exupéry or as abbreviated, SOGEX. SOGEX is the Global Licensor who owns and controls all rights in and relating to *The Little Prince*™/*Le Petit Prince*®.