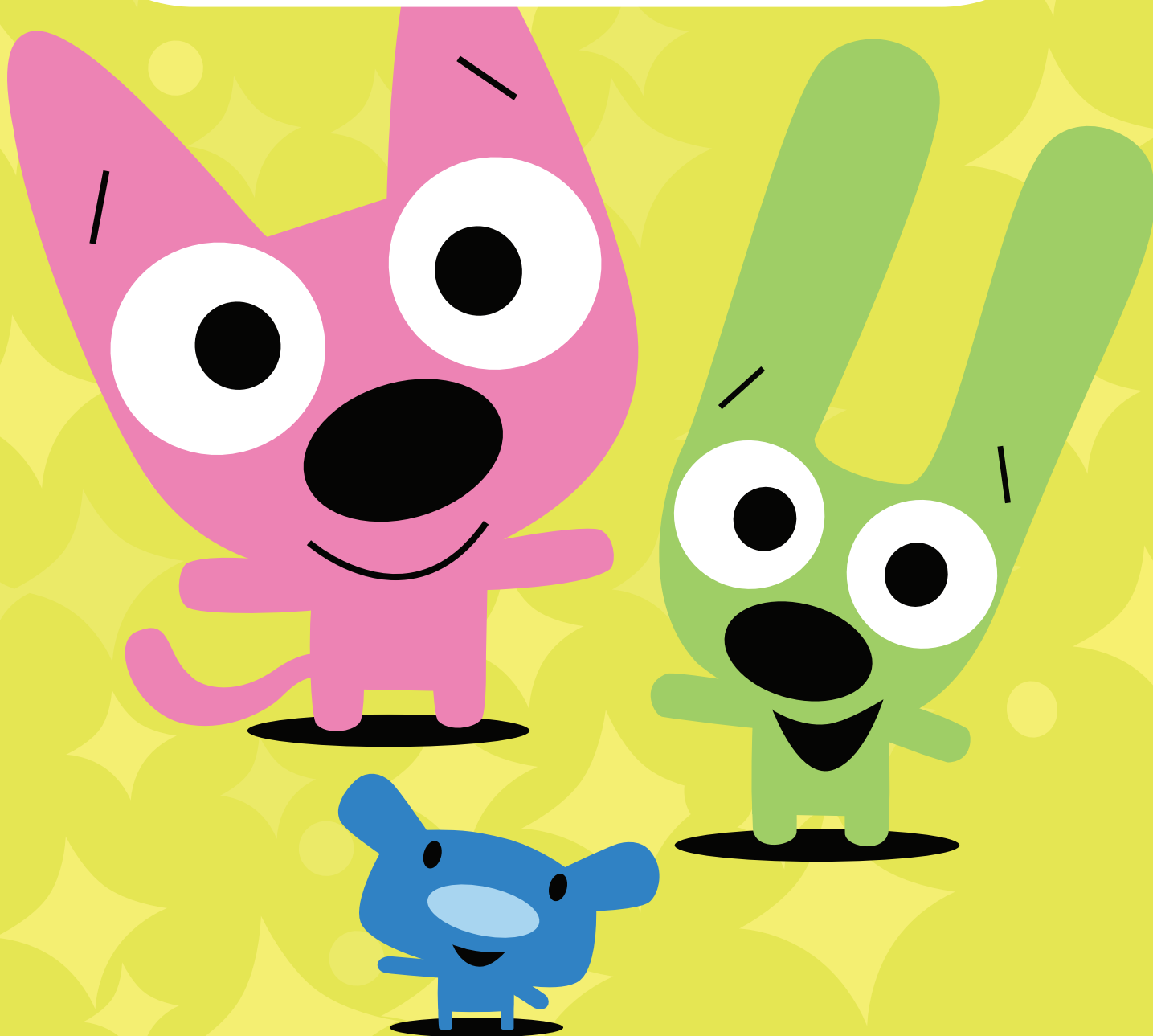
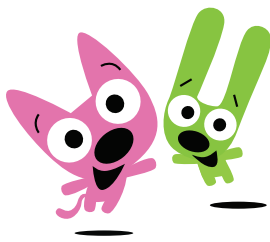




hoops&yoyo





HOOPS&YOYO

hoops (a pink kitty) + yoyo (a green bunny) = a couple of comical, carefree friends who never fail to find the fun in any situation. And they're all about sharing it.

FAN APPEAL

Or maybe we should say FUN appeal. Because that's what draws fans from all over the world. Research shows that hoops&yoyo fans cross all categories and ages by appealing to "the kid" in all of us with their comical antics in everyday situations. In the end, however varied they are, fans the world over have a few FUNdamental things in common. The love of fun. The love of laughter. And the love of a pair of friendly critters who deliver both.

TARGET AUDIENCE

- Primary target: Females 18-34 years old who need a break from grown-up rules and expectations.
- Secondary target: Kids/Tweens
- hoops&yoyo offer a playfully irreverent take on friendship, fun times and everyday life, to appeal to the little kid inside who still loves to "come out and play".

MEDIA & MARKETING

- The hoops&yoyo Web site (hoopsandyoyo.com) was launched in 2004 and has gained growing recognition ever since. Their popular e-cards introduced millions of people worldwide to the funny banter of these two characters.
- What started as a single e-card grew into over 200 online animations, over 250 paper greeting cards, a variety of gift formats, online games and phone apps.
- Licensed product has included balloons, stationery/journals, apparel, school supplies, medical appt. cards, costumes, blankets and virtual goods.
- In 2009, the characters hosted their first Hallmark Channel Movie Night with hoops&yoyo and continued to host through 2012.
- In 2011, a 30-minute hoops&yoyo Christmas special premiered on CBS and continues to run on Hallmark Channel. (Viewers totaled 4 million for the CBS premiere.)
- In 2012, a 30-minute hoops&yoyo Halloween special premiered on Hallmark Channel and continues to air annually.

FUN FACTS:

- hoops&yoyo had nearly 500 million impressions in 2010 (website, ecards, facebook, television, phone apps)
- over 50 million hoops&yoyo e-cards have been sent in the last 5 years
- hoops&yoyo have nearly 200,000 Facebook fans
- hoops&yoyo greeting cards are available in over 15,000 rooftops, including Hallmark Gold Crown, Walmart, Walgreens, CVS, Kroger, Safeway, Publix and Kohl's.



Licensing opportunities available in a variety of categories

Email: Hallmarklicensing@hallmark.com

Website: Hallmarklicensing.com