

MERRYMAKERS LICENSING PRESENTS

JAMES DEAN'S

PETE the cat®

Millions of fans love Pete—he's fun-loving, easy-going, resilient, and ... A COOL CAT!



- The hugely popular 50-title series anchors HarperCollins' publishing program
- Over 20 MILLION books sold since 2010!
- On *THE NEW YORK TIMES* Bestseller List for almost 400 weeks
- Rollicking animation from Amazon aired Dec. 2017; a dozen episodes renewed for 2nd great season
- A social media phenomenon including tremendous activity on Pinterest – there's no limit to Pete-inspired creativity
- A YouTube sensation: 50 MILLION hits and 500,000 individual posts
- James Dean's original artwork collected and exhibited worldwide

CREATING a Pete the Cat World!

PLAYTIME FUN:

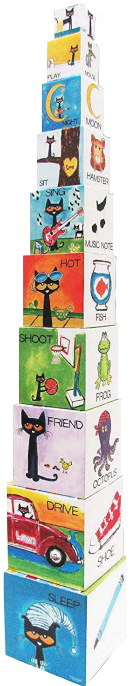
- PHAT MOJO rocks it with plush, figurines, and activity sets
- UNIVERSITY GAMES leads with games and puzzles
- KIDS PREFERRED features backpacks, lunch boxes, wooden toys, and musical instruments
- FUN.COM plays year-round with toddler and adult costumes
- EDUCATIONAL INSIGHTS lights up creative learning
- MERRYMAKERS grooves with bestselling plush and puppets!

FOR HOME:

- JAY FRANCO wraps up bedding, throws and pillows
- HOME DYNAMIX heats it up with rugs, pillows, and bath
- ANDREWS-McMEEL's 16-month calendar goes big
- HALLMARK creates memories with collectibles

SPORTING THE GROOVE:

- C-LIFE tees are featured at Old Navy
- AIRWAVES offers super cool t-shirts for kids and adults
- RASHTI & RASHTI sleepwear and accessories sparkle
- EVERYTHING LEGWEAR steps out with socks and hosiery



 MerryMakers

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