

Toonz Media Group and Zoonicorn LLC Name United Smile Global Master Toy Licensee for Animated Preschool Brand *Zoonicorn*

February 13, 2023 – Global kids and family entertainment major **Toonz Media Group** and **Zoonicorn LLC** have entered into a new partnership with **United Smile**, a boutique toy company, as the new worldwide master toy licensee for the global preschool property ***Zoonicorn***.

United Smile will develop and introduce a wide assortment of *Zoonicorn* toys, beginning with a debut range set to launch globally Spring 2024, timed to the brand's growing momentum as the *Zoonicorn* television series continues to land on platforms worldwide. The upcoming new toy line from United Smile will include plush, feature plush, figurines and playsets, for children ages 2-5. The new products will be available through a global network of distributors.

Zoonicorn's season one episodes (52x7) began debuting last summer on platforms worldwide that include NBCU's kids OTT platform Peacock (USA) as well as Kidoodle (USA), Astro (Malaysia), Truecorp (Thailand), La Teletuya (Venezuela), and Viu (Hong Kong). The CGI series, which has been captivating young children and their parents, is now in production for a second season of original episodes.

UK-based bRAND-WARD, Toonz Media Group's agent for licensing in UK and Ireland and represented by Director Jean Philippe Randisi, facilitated this partnership.

"*Zoonicorn* has a special ability to resonate with children and families wherever they experience it," said Bruno Zarka, President of Distribution and Feature Films Division at Toonz Media Group. "United Smile's vision for *Zoonicorn* consumer products perfectly aligns with the brand attributes that make *Zoonicorn* so loved by its many fans. From the first moment we started talking, United Smile instinctively understood the unique qualities that have allowed *Zoonicorn* to touch the hearts of children worldwide."

"We are delighted to be working with Toonz and the team at *Zoonicorn* LLC to develop this new toy line," said Josue Rosenzweig, CEO of United Smile. "This is a property with unlimited potential. Our toy and plush assortment worldwide will deepen the already strong connection fans have to the brand in an even bigger way,"

"It's extremely gratifying to see *Zoonicorn* take this next step in its journey as a global brand that easily crosses borders, cultures and demographics," added Mark Lubratt, creator of *Zoonicorn*. "Our guiding vision for *Zoonicorn* – built on helping young children understand and internalize the power of optimism and resilience – has always resonated deeply with kids around the world. We know United Smile's toys and products will stay true to this basic tenet of our brand."

"This new deal underscores the power of *Zoonicorn* as a global property with multiple touchpoints across a broad range of licensing and content channels," said J'net Smith, *Zoonicorn*

Global Licensing/Brand Director. “As *Zoonicorn* continues to grow and expand across the world, we anticipate further demand for branded products.”

The Zoonicorns inhabit the dreams of young animals, taking them on amazing adventures to help learn important social-emotional skills. When the dream is over, the young animal wakes up feeling self-confident and with the decision-making skills necessary to overcome whatever challenges they are facing. The Zoonicorns cleverly guide each dreamer through a whirlwind of fun-loving adventures as their core message of optimism and resilience communicates self-belief and positivity. At the heart of every solution is the one important truth—the power to solve any problem is inside of them.

Multi Emmy Award-winner Mark Zaslove (*Winnie the Pooh*, *Lazytown*, *Bob The Builder*) serves as show runner and lead writer/editor for the series. The music for the show has been composed by Emmy Award winning composer Rich Dickerson.

About Toonz Media Group

Toonz is a 360-degree media powerhouse with over two decades of unparalleled experience and one of the world's most active animation production studios (over 10,000 minutes of 2D and CGI kids and family content per year). Toonz has to its credit several animations and live-action series, as well as feature films including *Wolverine* and *The X-men* with Marvel, *Speedracer Next Generation* with Lionsgate, *Mostly Ghostly* with Universal, *Gummy Bear and Friends*, and more. Toonz has also ventured into the NFT space by launching a first-of-its-kind NFT design lab – Toonz NFTLabs – in association with blockchain R&D company GuardianLink. www.toonz.co

About Zoonicorn LLC

Launched by creator Mark Lubratt in 2015, Zoonicorn is a character-based pre-school entertainment property for kids ages 2-6. The Zoonicorns come to young animals in their dreams to help them feel safe and learn important lessons. Kids can download coloring pages and other activities at Zoonicorn.com. The Zoonicorn music videos can be watched on YouTube. Zoonicorn was voted a finalist as one of the ‘One to Watch’ top five properties at the 2015 Licensing Expo. To learn about this entertaining property, visit <http://www.zoonicorn.com>. Background on the Zoonicorn curriculum goals can be found [here](#).

About United Smile

Launched in 2020, United Smile is a new concept of Boutique Toy Company, that will add value to the studios, providing advice and support in a long-term partnership. The talented team behind United Smile has a lot of passion, decades of experience in the toy business worldwide and a strategic relation with China, which allows us to create and develop innovative and engaging products with the highest quality standards. A strong network of distributors around

the world have trusted us, including some of the Top Toy Distributors on all continents. We are proud to be a boutique business, based on committed individuals working together with our partners to deliver the best experiences and amazing results. In what we do, TRUST and FUN are at the heart of our business!