Zoonicorn Licensees United Smile and Jay@Play Forge Strategic Alliance for US Market

Jay@Play to Serve as Exclusive US Distributor for Master Toy Licensee United Smile



New York, October 30, 2023 - *Zoonicorn* master toy licensee United Smile has forged a strategic alliance with fellow licensee Jay@Play, whereby Jay@Play will serve as its exclusive *Zoonicorn* distributor for the US market.

<u>United Smile</u> will leverage Jay@Plays's extensive retail relationships and market position as it rolls out a range of branded *Zoonicorn* products beginning in 2024, including playsets, miniplaysets, figurines, plush and animated plush.

Jay@Play which has returned to the *Zoonicorn* family with its own licensing agreement, is now releasing *Zoonicorn* branded products under its Happy Nappers line, which includes the *Zoonicorn* Photoflix Huggable Digital Friend Plush, featuring a multimedia player and selection of *Zoonicorn* episodes, as well as their popular sleep sack.

Zoonicorn's seven-minute episodes are produced by <u>Toonz Entertainment</u> and Zoonicorn LLC and distributed by Toonz Entertainment. In the US, Zoonicorn episodes can be found in the US on Peacock TV, Happy Kids TV and Kidoodle, as well on streaming services across the world. The companies recently announced a new deal to greenlight season three of the popular preschool series. Global licensing for the brand is shared by the two companies and headed by J'net Smith of All Art Licensing.

"This partnership with Jay@Play enables us to take full advantage of the rapidly accelerating momentum and broadening consumer affinity for the *Zoonicorn* brand," commented Josue Rosenzweig, President and CEO, United Smile. "The leverage and market positioning we are looking to secure for our *Zoonicorn* products at retail is enhanced immeasurably by this new collaboration,"

The Zoonicorns inhabit the dreams of young animals, taking them on amazing adventures to help learn important social-emotional skills with a focus on optimism and resilience. The Zoonicorns cleverly guide each dreamer through a whirlwind of fun-loving escapades and when the dream is over, the young animal wakes up feeling self-confident, with the decision-making skills necessary to overcome whatever challenges they are facing. 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 Entertainment

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 liveaction 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 core social-emotional life lessons, and focusing on optimism and resilience. 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. In 2023, *Zoonicorn* was one of five properties chosen to be featured at Licensing Expo's first-ever "Ignite Brand Pitches" presentation. To learn about this entertaining property, visit http://www.zoonicorn.com. Background on the Zoonicorn curriculum goals can be found here.

Press Contacts:

Stephanie Dallara

Sayles & Winnikoff Communications stephanie@sayleswinnikoff.com (201) 960-8132