



FOR IMMEDIATE RELEASE

**PUBLIC TV PHENOM RAGGS AND HOT TOYCO ZIZZLE ANNOUNCE**

**MULTI-YEAR LICENSING PARTNERSHIP AT LICENSING SHOW 2008**

***Zizzle Will Develop and Distribute a Full Line of "Raggs" Interactive Play Products Themed to the Popular, Music-Based Preschool Series***

CHARLOTTE, NC/CHICAGO, IL, June 5, 2008 – Raggs LLC, creators of the new preschool musical phenomenon "Raggs," and Zizzle, the three-year-old toy company with a stellar line-up of hit products from top entertainment brands, have announced a multi-year licensing partnership. Making the announcement were Toni Steedman, "Raggs" creator and president of Raggs LLC, and Roger Shiffman, founder, CEO and president of Zizzle.

Under terms of the agreement, Zizzle will develop and distribute a range of "Raggs"-themed products including musical toys, electronic games, feature plush and role-play activity sets for the U.S. and Canada. First items are planned to launch in fall 2009.

"Raggs" – a co-production of Raggs LLC and Southern Star International – debuted nationally with 60 episodes on public television stations in February 2008. Featuring a playful quintet of rockin' canines, "Raggs" is also a global television sensation airing in countries such as Australia, Singapore, Ireland and South Africa and will soon be available in Israel and India. The series is based on the music and characters of The Raggs Band, which has performed over 3000 live concerts in the U.S., Australia, Europe and Asia in the past few years. Following a successful holiday tour in 2007, an all-new "Raggs LIVE! Dance Party" coast-to-coast U.S. tour will launch on August 2008.

"We're thrilled to be partnering with Zizzle on the development of a full complement of 'Raggs' interactive play toys geared to kids six and under," said Toni Steedman, "Zizzle brings the creativity and insight to transform the essence of our beloved 'Raggs' characters and brand into a dynamic product line. These terrific skills, plus their proven marketing and distribution know-how, are sure to make 'Raggs' fans happy and the brand a preschool powerhouse at retail in the years to come!"

"In my years in the business, I've only seen a few brands as special as 'Raggs!'," said Roger Shiffman. "'Raggs' is electric with incredible breadth and depth. My team and I fell in love with the characters and the endless possibilities for using the brand's extensive body of original rockin' music, live action episodes and animations in creative and innovative ways."

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About "Raggs" and Raggs LLC, Charlotte, NC

Raggs LLC is a global intellectual property and entertainment production company founded by former advertising exec Toni Steedman in 2001. The Raggs character was created by Steedman and her then seven-year-old daughter, Alison, in 1989 as a series of carpool stories. Steedman later further developed the adventurous rock 'n' roll-loving dog into a concept for live touring and mall-based community programs. In 2005, Raggs LLC joined with Southern Star International in Sydney, Australia, to co-produce and distribute a "Raggs" educational television series based on the characters in The Raggs Band (aka The Raggs Kids Club Band). Driven by overseas demand for the series, Raggs and Southern Star have been in almost continuous production for three years and completed an astonishing inventory of 195 episodes, which are now airing in the US on public television and internationally including Australia, Singapore, Ireland, South Africa and soon to air in Israel and India. To find out more about "Raggs," visit [www.Raggs.com](http://www.Raggs.com).

About Zizzle, Chicago, IL

Zizzle Toys is an innovative marketing driven toy and entertainment company founded by President and CEO Roger Shiffman. Zizzle is currently manufacturing a unique line of licensed electronic music toys for both of Disney's newest and most popular franchises, High School Musical and Camp Rock. Zizzle is developing a broad line of hand held electronics games featuring the licenses of ESPN, Nickelodeon, Marvel, HIT and Disney. Zizzle created the Oppenheim Platinum Award Winning Lucky the Incredible Wonder Pup and is the U.S. distributor for the international award winning iTeddy. Zizzle is also The Worldwide Master Toy Licensee for Disney's Pirates of the Caribbean franchise. To learn more about Zizzle log on to [www.zizzle.com](http://www.zizzle.com).

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