



N°1 brand for Girls

Favorite license among girls 3-5 (with favorite characters Cinderella and Arielle)

65% larger in volume than closest competitor

95% awareness among mothers who have children between 2-5

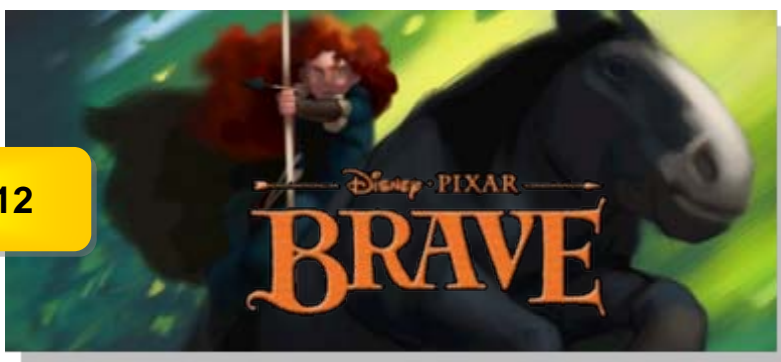
DVD Spring 2011



Summer 2012 Cinderella Diamond Blu-ray/DVD release



Summer 2012



Holiday 2011 Rapunzel coronation at Kensington Palace



Spring 2012



Little Princess TV show launch

Princess animated series