

## **THE PACK IS GROWING! JOY TOY, SKYBRANDS AND SPREADSHIRT SIGN "100% WOLF" LICENSE AGREEMENTS**

*Munich, 29 January 2020.* Studio 100 Media presents new licensees for the spanking brand new "100% Wolf" just in time for the International Toy Fair. Joy Toy will present a collection of plush figures (25 cm and 30 cm) of the animal characters at the Nuremberg Toy Fair (Joy Toy, Hall 4 A-80). The product range also includes lamps and lights from torches to night lights as well as ceramic products. SkyBrands will create various textile products such as bed linen, pillows and sleeping bags as well as clothing for children with the new brand as a licensee in the Home & Living segment. As an apparel partner, Spreadshirt will focus on T-shirts, hoodies, long sleeves and bags. All three agreements valid for several years will cover the German-speaking territories.

Gerd Russwurm, Head of Licensing at Studio 100 Media GmbH, says: "100% Wolf as a film and as a series is a unique action-adventure comedy format which takes up the trend theme 'mystical creatures' in a very funny way. It presents original, lovable and cool characters - and at the same time conveys a socially important message: Heroes come in many forms! That's why we are especially pleased to have gained further strong partners like *SkyBrands*, *Spreadshirt* and *Joy Toy*, who have joined our other partners from the outset such as Blue Ocean Entertainment and Ravensburger Verlag.

"100% Wolf" tells the story of Freddy Lupin. He is the heir of a family of noble werewolves and can't wait to be a werewolf himself! When the time finally comes, Freddy's first transformation doesn't go according to plan... Instead of an impressive werewolf he turns into a little yapping pink... poodle!

"100% Wolf" is based on the successful Australian children's novel of the same name by Jayne Lyons. Currently in production the TV series "100% Wolf - Legend of the Moonstone" (OT, 26 x 22' episodes) is commissioned by ABC (Australia) and Super RTL (Germany). The "100% Wolf" feature film has just been completed. The Australian animation studio Flying Bark Productions, part of the Studio 100 Group, is producer of both formats. Constantin Film has acquired the rights to the theatrical film for the German-speaking countries.

### **Joy Toy - specialist for licensed articles for over 30 years**

Lovingly designed products, unique design and all strong licenses under one roof. JOY TOY AG, based in beautiful South Tyrol, has been the specialist for all the hottest trend themes, feature films and TV series in Germany, Austria, Switzerland and Italy for 30 years now. Due to our long-standing partnership with all leading licensors worldwide, we offer a wide range of licensed products for all age groups. From cuddly soft plush figures to high-quality 3D ceramic products, we not only make children's hearts beat faster, but also those of fans.

### **SkyBrands**

As one of the leading providers of licensed home textile and apparel products to all major retailers, SkyBrands brings leading brands from film, television, sports, music and social media to every household in Europe as fashionable collections of licensed home textile and apparel products. SkyBrands also develops innovative and creative designs that follow the latest trends. [www.skybrands.net](http://www.skybrands.net)

### **Spreadshirt**

Spreadshirt is the international e-commerce company that gives expression to every message. Printed clothing and accessories are a limitless medium with which everyone can carry their own personal message to the world - true to the motto: Show what you've got! Spreadshirt offers three possibilities: Design it yourself, marketplaces and shops. The company, founded in 2002 and headquartered in Leipzig, has 900 employees worldwide. In 2018, Spreadshirt achieved a turnover of around 110 million euros and shipped over 5.5 million articles to more than 170 countries. Through Spreadshirt, 100,000 partners market their ideas. These are printed at 5 production sites in Germany, Poland, the Czech Republic and the USA. The Spreadshirt family also includes TeamShirts, a special offer for group orders, and SPOD (Spreadshirt Print-on-Demand), a dropshipping service for e-commerce shop owners.

### **Studio 100 Media**

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The Company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own- and third-party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights, the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. [www.studio100media.com](http://www.studio100media.com)

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