



**FOR IMMEDIATE RELEASE**

**CRANEKAHN NAMES WICKED COOL TOYS AS MASTER TOY LICENSEE FOR THE #1 ANIMATED KIDS SHOW IN CHINA - KUNG FU PORK CHOPPERS!**

*Comprehensive Line of Collectibles, Vehicles and More of Superheroes Protecting New Pork City*

**New York, NY - May 22, 2018** - CraneKahn announces the appointment of Wicked Cool Toys as master toy licensee for the smash hit *Kung Fu Pork Choppers*™ CraneKahn has adapted hundreds of episodes of *GG Bond*, one of the top kid's franchises in China, for a western audience, packaged under *Kung Fu Pork Choppers* brand name. The US broadcaster for *Kung Fu Pork Choppers* is expected to be announced later this year.



The *Kung Fu Pork Choppers* are a team of pigs-turned-superheroes who protect New Pork City from all forms of alien invasion. Join Hampton, Hamgelina, Glorious P.I.G. and the rest of the gang, as they take on any challenge -- unless, of course, they screw things up -- which has been known to happen like a gazillion times!



"We are thrilled to be working with Wicked Cool Toys, who have always had a sharp eye for selecting winning brands such as *Pokémon* and *Cabbage Patch Kids*, and we know with their innovative approach to toys and powerful distribution channels they will be best positioned to reach our desired audience of kids 4-8. There is nothing else out on the market like the *Kung Fu Pork Choppers*, and we are sure the originality and pure fun of this brand will endear it with kids in the US and around the world. These pigs go big!" said Al Kahn, CraneKahn CEO.

"Wicked Cool Toys is honored to partner with CraneKahn to bring the *Kung Fu Pork Choppers* to life!", said Michael Rinzler and Jeremy Padawer, Co-Presidents & Partners at Wicked Cool Toys, adds, "*GG Bond (Kung Fu Pork Choppers)* embraces the great work being done in China in Kids Entertainment as this property is original, imaginative, and funny. We are committed to delivering creative and engaging toys that entertain children all over the world," adds Thomas Poon, President & Partner Wicked Cool Toys Hong Kong.

**About WinSing Animation:**

Guangdong WinSing Animation Co., Ltd. develops animation for children in China. It produces TV drama programs and animation films; and develops licensing agent market for domestic and overseas brands for developing commercial animation products. The company also provides animation production services and project investment services; and performance and entertainment services in the areas of provincial

agency cooperation, ordinary performances cooperation, copyright cartoon use, ticketing operations and marketing, and business sponsorship merchants. In addition, it offers infants and children daily health products; operates an indoor theme park; and provides toys. Further, the company provides animation training in the areas of movie and TV animation, video post-production, video effect, animation director, and original painting. Guangdong WinSing Animation Co., Ltd. was founded in 1986 and is based in Guangzhou, China.

#### **About CraneKahn:**

We are in the business of identifying and building brands. CraneKahn, led by industry leader Al Kahn, is known for discovering children's intellectual properties in foreign and domestic markets and turning them into global megahits. Each of our properties has a unique appeal that affords children to be delighted and entertained, and also supports a multi-faceted licensing program. Whether originating overseas or in the US, we work with properties where we have both TV and merchandise rights, giving us a unique ability to best manage and grow the brand. For those properties originating outside the US, with our expertise in adapting foreign TV shows and our relationships with top production companies, we are able to bring the best in children's programming to new markets. As licensing experts, we work with leading manufacturers (toys, consumer packaged goods, clothing, accessories...just a few of the many categories available to us), to create products that best represent our properties. Additionally, working with unparalleled toy designers, we create proprietary toys and bring them to market through our manufacturing and distributor relationships.

#### **About Al Kahn:**

Al is a trailblazer in the licensing industry. As the founder of 4Kids Entertainment, Inc., a global provider of children's entertainment and merchandise licensing, he was responsible for many of the industry's biggest hits, including Pokémon, Cabbage Patch Kids, Teenage Mutant Ninja Turtles and Yu-Gi-Oh!. Al's properties have grossed over \$25 billion in retail revenues. In June 2005, Al was inducted into the International Licensing Industry Merchandisers' Association (LIMA) Murray Altschuler Licensing Hall of Fame and the Kidscreen Hall of Fame. Al is thrilled to be heading up CraneKahn and working with new and exciting properties.

#### **About Wicked Cool Toys (LLC/WCT)**

Founded in 2012, Wicked Cool Toys (Wicked Cool Toys LLC/WCT) a leader in innovative play, creates, designs, manufactures and markets a dynamic, fun portfolio of licensed and owned-IP toys for all ages. WCT's portfolio includes global master toy partnerships with Pokémon (ex-Asia), Cabbage Patch Kids®, Teddy Ruxpin™ as well as key licensing deals with Crayola®, Nickelodeon™, CozyPhones™, MasterChef Junior, WWE® and more.

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