



**We're in the business  
of making children happy!**

Media Release

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## **Upper Deck Europe appointed exclusive European distributor of the most exciting electronic collectable for 2009**

Award-winning Australian Toy Company, Moose Enterprise, recently appointed Upper Deck Europe, the market leader in Trading Card Games (Yu Gi Oh!™, World of Warcraft®), Collectibles and recently also active in Toys and Games, as the exclusive distributor of Crazy Soundz.

Crazy Soundz are collectable sound cards with hilarious sounds that are activated with the portable electronic reader. 60 crazy funny sounds available to collect, play and swap in Series 1.

Paul Solomon, Director, Moose Enterprise explains, 'In 2009, Crazy Soundz is going to be the most exciting electronic collectable available globally. We are delighted to appoint Upperdeck the exclusive distribution rights and confident their expertise in delivering innovative, high quality entertainment products to market will ensure that this brand captures solid market share and delivers outstanding sales results'.

Upper Deck will distribute the entire range, including the Electronic Reader and a variety of Sound Card packs throughout France, Italy, Spain, U.K and Germany.

Nico Blauw, Chief Executive Officer reports 'We are committed to delivering products that contribute to exciting, interactive social experiences. As the distributor of Crazy Sounds, we will further enforce our position as a market leader of trading card games and "coollectables"'.

Product will be in stores March 2009.

For more information, please contact Christie Nicholas on 03 9579 7377

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### About UPPER DECK INTERNATIONAL B.V.

UPPER DECK INTERNATIONAL B.V. is a premier entertainment publishing company and the industry leader in trading card games, delivering a portfolio of innovative and multi-dimensional product experiences to collectors, and sports and entertainment enthusiasts. Upper Deck International BV also develops, produces and distributes toys, puzzles, trading cards, stickers, family card games, board games, miniature board games, figurines, coins and various other collectible products.

### About MOOSE ENTERPRISE PTY LTD

MOOSE ENTERPRISE is renowned for designing, developing, marketing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. Moose is in the business of making children happy. Product offerings include collectables, arts and crafts, electronics, novelty, dolls, plush, action figures, activity sets, outdoor games, preschool products and more. With a dynamic and passionate team that has a huge excitement for the industry, the future will see Moose Enterprise continue to grow rapidly with a strong portfolio of innovative products to satisfy world markets. Visit [www.mooseworld.com.au](http://www.mooseworld.com.au)

**Moose Enterprise Pty Ltd** ABN: 94 092 667 055

7-13 Ardena Court, East Bentleigh, VIC 3165 Australia. Tel: (61 3) 9579 7377 Customer Service: (61 3) 9563 8908

Account Enquiries: (61 3) 9579 7691 Fax: (61 3) 9579 7355 E-mail: [info@moosetoys.com](mailto:info@moosetoys.com) Web site: [www.mooseworld.com.au](http://www.mooseworld.com.au)