



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

Moose Enterprise to distribute the Hottest Collectable Craze of 2009



The Gogo's Crazy Bones collectable is taking the world by storm. There are 400 bones to collect, trade and play with. Each Gogo has a unique name, number, sticker and special ability.

Paul Solomon, Director of Moose Enterprise states, "This is the biggest opportunity of the year; Gogo's sold out across the UK, demand is exceeding supply and over 10 Gogo global licensing partners have been assigned in a matter of weeks. We are thrilled to be distributing Gogo's in Australia and New Zealand"

Dianne Davies, Manager, The Entertainer toy shop in Queen's Arcade, Cardiff, said: "Since the start of the year, demand for Gogo's, has been huge. We've sold thousands of packs, and have nothing left."

Gary Grant, owner of The Entertainer toy stores chain and chairman of the Toy Retailers Association, said he was selling over 20,000 packets every week. He said: "If you find out how you create this sort of buzz, tell me."

Ben Harper, UK and Ireland director, Magic Box, said they are just about coping with demand and even though some schools have banned Gogo's he says "It tends to stir the children up even more."

Manager Lisa Bagshaw from Toys R Us, Oldbury said: "As soon as we get them in, they completely fly off the shelves. We get regular stocks but they are flying out again straight away."

International licensing authority, Rob Corny, Managing Director, Bulldog says, "Gogo's is one of the hottest brands. I have never experienced demand like this for any property".

Moose will implement an aggressive marketing campaign to ignite the collectable frenzy in Australia and NZ. Marketing includes TV, print, POS, grassroots sampling, promotions, PR, viral initiatives and an amazing competition that will let the audience design the next hot Gogo's Crazy Bone and actually have it made.

There are three sku's available December; Crazy Bones Foil Pack, Crazy Bones w Bag and the Sticker Album.

For more information please contact Paul Solomon on the number below.

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About us: Moose Enterprise is in the business of making children happy. Moose is the winner of numerous Toy of the Year Awards, NPD GFK Fastest Growing Distributor 2006-7/2007-8 & represents industry best selling brands including Bakugan, Beados, Fish Bank & more

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