

## **OUTFIT7 LTD. PARTNERS WITH DREAM THEATRE FOR LICENSING IN INDIA**

Fans of Talking Tom and Friends will soon have access to licensed merchandise in India thanks to the recent partnership between Outfit7 Ltd and Dream Theatre.

Talking Tom and Friends has enjoyed enormous success in its four-year lifecycle, having extended from a series of apps to a global entertainment franchise. The first "Talking Tom" app was launched four years ago and the franchise has grown exponentially since; Outfit7 recently announced that the apps have been downloaded over 2 billion times.

With this partnership, Dream Theatre has added another digital powerhouse brand to their existing success in this space.

Dream Theatre will have deals spanning across multiple categories including apparel, sleepwear, kids wear, accessories, back to school, bags, games and puzzles in India. The licensed merchandise will be available at leading retail chain stores, department stores and standalone outlets, along with popular e-commerce portals.

Samo Login, Co-Founder and CEO of Outfit7 Ltd, said: "This is an exciting time for the Talking Tom and Friends franchise, with a movie and a new 3D CGI animated series on the way, not to mention the recent 2 billion downloads milestone. We are looking forward to working with Dream Theatre to bring Talking Tom and Friends licensed merchandise to our fans in India."

"We are very excited to be working with Outfit7's brand Talking Tom and Friends and look forward to leveraging its popularity in India via quality merchandise" said Jiggy George, Founder & CEO of Dream Theatre.

### **About Outfit7 Limited**

Best known for its global phenomenon Talking Tom, Outfit7 is one of the fastest-growing media entertainment companies on the planet.

Outfit7 was founded by a group of entrepreneurs in 2009 whose mission is to bring fun and entertainment to all. Its flagship app franchise Talking Tom and Friends has achieved over two billion downloads since its launch in 2010 and continues to grow with 230 million active users each month.

Talking Tom and Friends is a rare global brand that, in just four years, grew from an instant app success into a fully-fledged media entertainment franchise. With a movie in production and a CGI animated series soon to debut, a global licensing and merchandising program and a chart-topping sensation on YouTube, the lovable 3D animated characters have skyrocketed in popularity with fans across the world and sit firmly at the forefront of the digital entertainment era.

Outfit7 Limited is a UK multinational entertainment company headquartered in Cyprus.

For more information, please visit [www.Outfit7.com](http://www.Outfit7.com) and [www.talkingtom.com](http://www.talkingtom.com) or visit our [Facebook](#), [Twitter](#) or [YouTube](#) pages.

Dream Theatre Pvt. Ltd is a Brand management company that builds, represents and distributes iconic Entertainment, Sports and Fashion brands in South Asia.

Dream Theatre owns brands: Beebop and Joshua Tree. They have also built their own distribution network through **Woodstock Merchandising**, an apparel merchandising company.

Within the Sports space, they represent AC Milan, FIFA World Cup Brasil, Real Madrid. In the Entertainment space, they represent DreamWorks Animation brands, Discovery channel brands, Krrish 3, Rovio (Angry Birds), Outfit 7 (Talking Tom & Friends), Pokémon Company and World Wrestling Entertainment.

On the Fashion and Lifestyle front they represent Sanrio (Hello Kitty and Mr. Men and Little Miss), Von Dutch, Times of India etc.

For further information, please visit- [www.dreamtheatre.co](http://www.dreamtheatre.co)

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