



TWENTIETH CENTURY FOX CONSUMER PRODUCTS APPOINTS DREAM THEATRE AS NEW LICENSING AGENT IN INDIA

Dream Theatre Becomes Newest Licensing Agent for Company in India

20th March, 2015 – Twentieth Century Fox Consumer Products announces today the appointment of Dream Theatre as its new licensing agent in India effective immediately. Dream Theatre will establish and grow the licensing business for Fox Consumer Products’ portfolio of TV and film brands including *The Simpsons*, *Family Guy*, *Sons of Anarchy*, *Ice Age*, *Rio*, and *Avatar*, among others in the market.

The Fox portfolio has the distinction of not just having properties across movies and television, its legions of fans cut across age groups of kids, teens, youth and adults making it one of the most sought after propositions in India and across the world. The addition of Fox properties to its portfolio reinforces Dream Theatre’s leading position in India with its three verticals of Entertainment, Sports and Lifestyle.

“We are delighted to have Dream Theatre as our new licensing agency in India,” said Pinky David, Vice President Asia Pacific, Twentieth Century Fox Consumer Products. “Their leadership and brand-driven creative approach makes them the perfect partner to continue exploring new consumer targets and expanding our retail reach in this very important territory.” Dream Theatre will further establish all Fox Consumer Products brands in the Indian market with a focus on franchise building and retail expansion. Dream Theatre’s great reputation and truly unique approach to building brands and keeping them relevant locally allows Twentieth Century Fox Consumer Products to continue to expand the business in a country that is now the world’s third largest economy.

Twentieth Century Fox theatrical film releases have performed superlatively with *Ice Age* and *Rio* featuring in the top 5 animated films in India. On the television series front, *The Simpsons*, *Family Guy*, *Modern Family* and *24* air on India’s leading English Entertainment channels like Star World, Comedy Central, Zee Café and others making the brands household names. The avid fan following makes India a leading potential market for Twentieth Century Fox Consumer Products.

“We are thrilled and are extremely proud to have been chosen as Fox’s partner of choice in India. We aim to make Fox one of the largest licensing propositions in India with its sheer diversity of appeal and its legendary popularity,” said Jiggy George, Founder and CEO of Dream Theatre.

The Fox partnership will allow Dream Theatre to unleash the power of Fox in India in the form of apparel, toys, stationery, home furnishings, gifts and novelties and more through licensees.

Fans in India will now be able to buy authentic licensed merchandise which will be available at retail and online portals at price points ranging from INR 99 to INR 3000, making it possible for every fan to own their favourite Twentieth Century Fox movie or TV series merchandise.

About Twentieth Century Fox Consumer Products

A division of 21st Century Fox and recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Century Fox Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, the flagship studio leading the industry in supplying award-winning and blockbuster primetime television programming and entertainment content.

About DREAM THEATRE:

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 brand Beebop and Joshua Tree. They have also built their own distribution network through Woodstock Merchandising, an apparel merchandising company. Within the Sports space, Dream Theatre represents AC Milan, FIFA World Cup 2014, Real Madrid. In the Entertainment space, they represent DreamWorks Animation brands, Discovery channel brands, Krrish 3, Rovio (Angry Birds), Outfit 7 (Talking Tom & Friends), King's Candy Crush Saga, Pokémon Company and World Wrestling Entertainment. On the Fashion and Lifestyle front Dream Theatre represents Sanrio (Hello Kitty and Mr. Men and Little Miss), Von Dutch, Times of India among others. More information available on www.dreamtheatre.co