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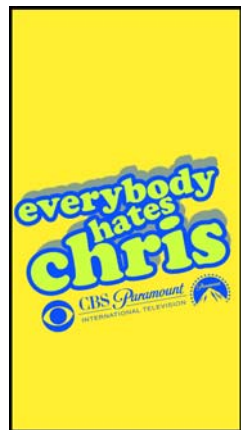
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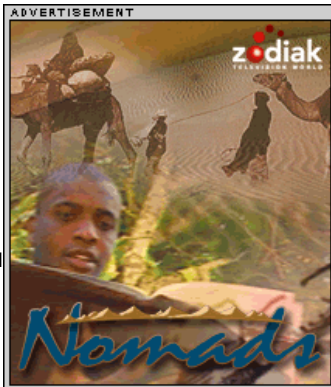
AAC's Dragon flies around the world

Prepping for a worldwide licensing and merchandising push this fall/winter, Canada's Alliance Atlantis has appointed several licensing agents to represent its CGI boys action series Dragon Booster.

Companies signed on to roll out the worldwide campaign include: CPLG in the UK, ABC in Australia, m4e in Germany, Plus Licens in Scandinavia and Eastern Europe, Johnnic Communications Rights Management in South Africa, and Benny Sela Alfit Trade in Israel.

Each of the agents will oversee the development and domestic launches of all merchandising product, working alongside Alliance Atlantis' appointed master toy licensee Jakks Pacific, worldwide trading card licensee Score Entertainment, games developer Konami, and FUNimation for North American home entertainment.

Conceived by Canuck indie Story Hat and serviced by Nerd Corps, Dragon Booster (39x30') is a mythic good-versus-evil struggle in a world where humans and dragons co-exist. The protagonist is an ordinary teen who is plunged into an adventure when he transforms into a mythical hero after being chosen to ride a legendary dragon.



The series airs on ABC Family/Toon Disney in the US, CBC and VRAK TV in Canada, on BSkyB and Five in the UK, ABC TV in Australia, Jetix in Latin America and it launched most recently on TF1 in France. Telecinco in Spain has picked it up for a fall 2006 debut.

Jenn Kuzmyk

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