



Contact: John Romano
LCR Hallcrest
Ph. 847.998.8580
Fax 847.998.8051
john@hallcrest.com

FOR IMMEDIATE RELEASE

Thermographics Launches **Mr. Men and Little Miss** Child Safety Products

Glenview IL – December 7, 2009 - LCR Hallcrest, the international leader in Thermographic products, today announced the launch of a series of Child Safety Products based on the **Mr. Men and Little Miss** characters featured on the Mr. Men Show currently airing on the Cartoon Network. This new line of products will be sold through Thermographics, LCR Hallcrest's Advertising Specialty Division.

Based on the bestselling books written by British author Roger Hargreaves in the 1970s, **Mr. Men and Little Miss** is universally appealing because everyone identifies with the personalities and emotions of the characters. There is a little bit of Mr. Men in every one of us.

"The characters have a strong contemporary, visual and emotional identity that compliments Thermographics Healthcare and Baby Safety Products" said Rocky Sapienza Vice President of LCR Hallcrest.



"The Thermographics new product range featuring The Mr. Men characters is a perfect fit for child safety products. Whether it is Little Miss Sunshine or Mr. Happy, the characters are sure to put a smile on kids' faces," says Cheryl Gotthelf, SVP, Brand for **Mr. Men and Little Miss** at Chorion, worldwide licensor at Chorion

"The Mr. Men and Little Miss characters will enhance the impact and stickiness of our Child Safety Products enhancing the personalized message our customers imprint on our items" says Marge Bicknell Thermographics Sales Manager.

"The interactive nature of Thermographic products, in combination with The Mr. Men Brand, offers the premium advertiser a unique promotional opportunity to capitalize on the market awareness associated with these characters" says Rocco Sapienza President of LCR Hallcrest.

Thermographics is the technological leader in the development of innovative color changing communication tools for the Advertising Specialty Market. Thermographic products are triggered by temperature and use the unique characteristics of liquid crystal and other thermochromic inks to provide distinctive yet striking premium and promotion items.



About Chorion:

Chorion is a leading provider of quality family entertainment for the global marketplace. Chorion brings a combination of brand management savvy and creative vision to the development of literary copyrights across all media. Chorion's portfolio includes classic children's brands such as *Mr. Men and Little Miss*, *Beatrix Potter*, *Paddington*, *Noddy*, *OLIVIA*, and *The World of Eric Carle* as well as art and lifestyle brands. Chorion also owns and manages the literary works of Agatha Christie, Raymond Chandler and Georges Simenon, among others.

Chorion's animated television productions include *OLIVIA*, *The Mr. Men Show*, *Famous Five: On the Case* and *Noddy and Noddy in Toyland*. *The Mr. Men Show* Season 2 debuts internationally Autumn 2009. New productions for 2010 include *The Octonauts* and *Gaspard and Lisa*

Chorion has offices in London, New York and Sydney. For more information, please visit www.chorion.co.uk.

**For Information contact: info@hallcrest.com or visit www.hallcrest.com
Phone: 847.998.8580**

SM075
