



Former Disney Consumer Products Chairman, Andy Mooney, Joins TRC Family Entertainment as Joint-Chairman

Celebrated Licensing, Publishing and Retail Executive to Join Family Entertainment Startup as Joint-Chairman

Msida, MALTA, 29 October, 2012—TRC Family Entertainment Limited today announced that the former Chairman of Disney Consumer Products (DCP), Andy Mooney, has joined its Board of directors as Joint-Chairman. As a recognized leader in brand licensing, publishing and retail, Mooney will join the new family online entertainment and trans-media company focused on building a new global brand experience that brings families together.

“Our intention is to create a global family brand that spans generations and cultures. Our stories and characters will come to life and be enjoyed by parents and children in the digital and virtual worlds,” said Paul Taylor, Chief Executive Officer, TRC Family Entertainment. “Andy’s track record in building, extending and evolving global brands is a huge asset as we continue our development. His experience will help us realize our full potential.”

As the previous Chairman of Disney Consumer Products (DCP), Mooney and his team revolutionized Disney’s licensing business, re-invented the Disney Stores and opened Disney English Language Learning Centers in mainland China, creating exciting new growth opportunities for the company. Mooney grew Disney’s publishing division to become the global leader in children’s publishing and was responsible for creating two of the company’s largest franchises, Disney Princess and Fairies.

Prior to joining Disney, Mooney spent 20 years at Nike, ultimately becoming that company’s Chief Marketing Officer. In this role, he collaborated with Portland based ad agency Wieden & Kennedy in the development of the iconic advertising campaign ‘Just Do It.’ During his tenure at Nike, Andy managed the company’s footwear and apparel divisions and founded Nike’s equipment division.

On joining TRC Mr. Mooney said “I’m thrilled to be part of the TRC team and excited at the potential of the brands and properties currently in development. TRC is committed to developing properties to be enjoyed and experienced by the entire family across multiple platforms and mediums. I firmly believe that the development of ‘trans-media’ properties is essential to meet the entertainment needs of today’s family.”

About TRC Family Entertainment Ltd.

TRC Family Entertainment is an online entertainment and trans-media company building a new global brand experience that brings families together. Rooted in great stories, the studio is creating new ways for families to connect, play, and share across multiple forms of media.

Founded in June 2011 on the Mediterranean island of Malta, TRC Family Entertainment has brought together an award-winning management team from some of the world’s most successful entertainment and technology companies, including Sony Computer Entertainment Europe, Jetix Europe, CCP Games, Disney, DC Comics/Warner Brothers, Adobe, Cisco and Lionhead Studios. The studio employs approximately 100 professionals across all disciplines.

For more information, please visit: www.trcmediagroup.com

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