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June 4, 2012

Dino Dan Adds Licensees

Two new partners have joined the rollout of Dino Dan products planned for the holiday season, in a deal brokered by The Licensing Shop.

Fiesta Toys will create plush and Hybrid Apparel will produce t-shirts for the children's TV series, which is produced by Breakthrough Entertainment and Sinking Ship Entertainment.

The new additions join Ruckus Media who has signed on for e-books, Ncircle Entertainment who will produce DVDs and Pioneer Balloons and Geoworld who will create toy ranges.

Breakthrough Entertainment also announced the extension of their license agreement with Musictoday, a Live Nation company, for the official Dino Dan merchandise store, [dinodan.shop.musictoday.com](http://www.dinodan.shop.musictoday.com) [<http://www.dinodan.shop.musictoday.com>]. The store offers a wide range of Dino Dan-branded merchandise including apparel, toys, DVDs and accessories.



“Dino Dan” was recently ordered for a second season by Nick Jr. in the U.S., TVO in Canada and YOOPA in French Canada. The new season of the show, which combines live action with CGI dinosaurs, is currently in production.

The Licensing Shop will be presenting Dino Dan in Booth 3278 at Licensing Expo, June 12-14 in Las Vegas, Nev.



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