

ZIGGY®

In the great tradition of Ben Franklin, Roy Rogers and Forrest Gump, Ziggy delivers his own homespun philosophy. Ziggy is Everyone, the part of us that harbors warm feelings and good intentions that sometimes get stepped on by a reckless world. Ziggy may not always win, but he's always trying and he knows we're in this together.

www.gocomics.com/ziggy

Consumer Target

- Primary: Adults 18-45
- Secondary: Mothers of children 2-11 and Juniors 9-14

Brand Essence

- Distributed by Universal Uclick since 1971
- Enormous content archive of more than 55 categories, spanning 40+ years
- Classic property with tremendous staying power
- Children and adults have a special place in their hearts for Ziggy's nostalgia and positive messages
- Best-selling books and calendars from Andrews McMeel Publishing
- Internationally syndicated comic with loyal audience

Marketing Highlights

- Award-winning book, *Ziggy on Parade*
- Market awareness in Target and Wal-Mart with greeting card line
- More than 30 Ziggy comic collections published by Andrews McMeel Publishing
- Market awareness in boutiques, department stores, and mass retail with T-shirts and fleece

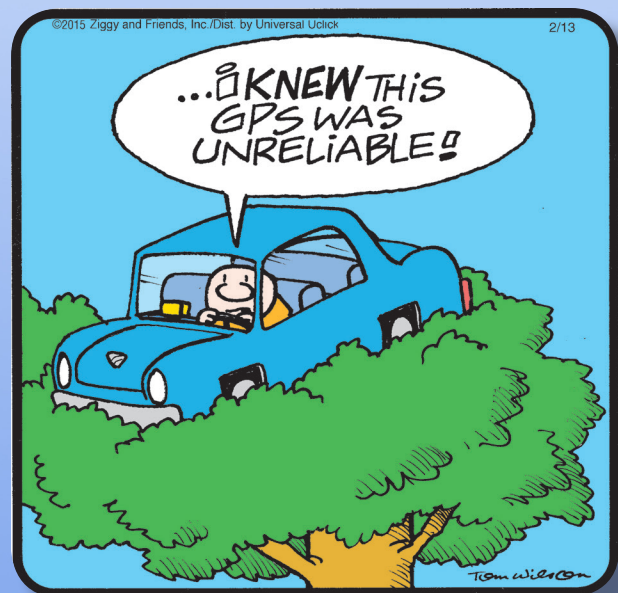


Target Categories

- Stationery
- Apparel
- Event/Promotion
- Plush Toys
- Home Decor/Bedding
- Jewelry
- Games
- Apps

Media

- Television: *Ziggy's Gift*, 1983 Emmy award winner for "Outstanding Animated Special"
- Tom Wilson appeared on *The 700 Club* in March of 2009, to promote his memoir, *Zig-Zagging*



© Ziggy and Friends, Inc.



For licensing opportunities, please contact:
Sarah Hicks, Universal Uclick, 816.581.7336
1130 Walnut St., Kansas City, MO 64106

SHicks@amuniversal.com
www.UniversalUclick.com