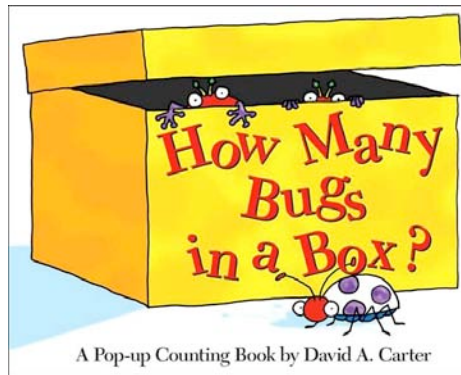
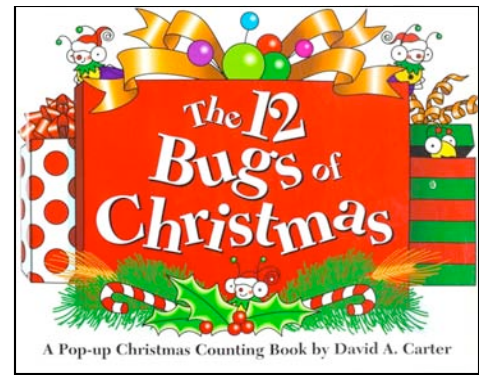


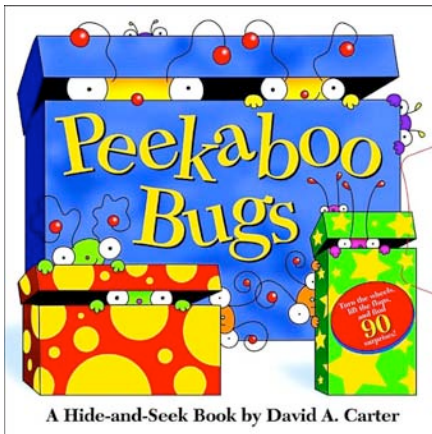
A Lift-and-Laugh Book by David A. Carter



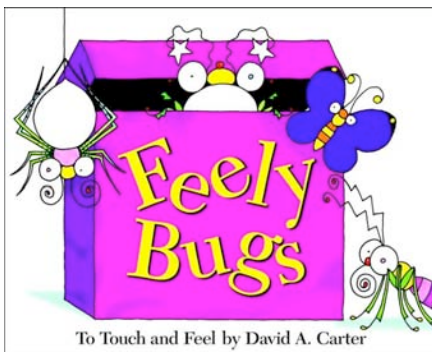
A Pop-up Counting Book by David A. Carter



A Pop-up Christmas Counting Book by David A. Carter



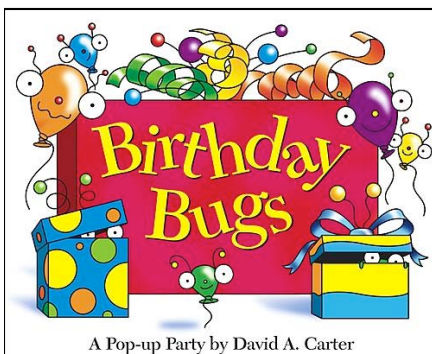
A Hide-and-Sseek Book by David A. Carter



To Touch and Feel by David A. Carter



Illustrated by David A. Carter



A Pop-up Party by David A. Carter

David A. Carter's "BUGS" Pop-Up Book Series

Kids all around the world, from Boston to Brussels, kids just love the "BUGS" ... and now they're available for licensing.

Created by acclaimed author, illustrator, and paper-engineer David A. Carter, the "BUGS" series has been a consistent international bestseller since the publication of its first book, *How Many Bugs in a Box?* in 1988.

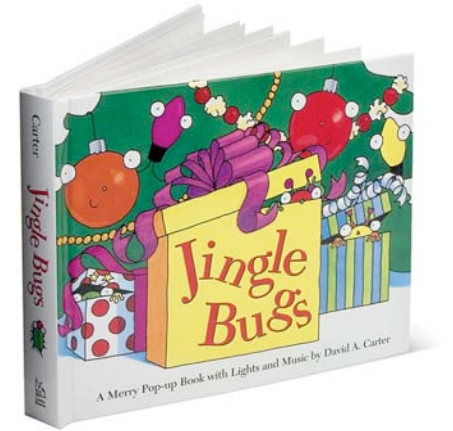
Today, the "BUGS" phenomena includes 27 titles that have sold over 6 million books.

This beloved "BUGS" franchise presents a powerful licensing opportunity. Licensed products will incorporate the features that have made these books so popular and memorable; the sublimely silly "BUGS" illustrations, their bright colors and their highly interactive, elaborate paper engineering of flaps and pop-ups.

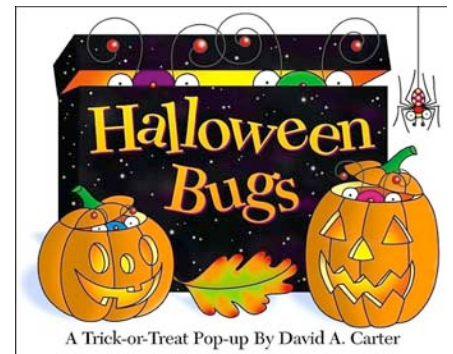
Put these lovable 'BUGS' to Work!

**PRODUCT
LOUNGE**

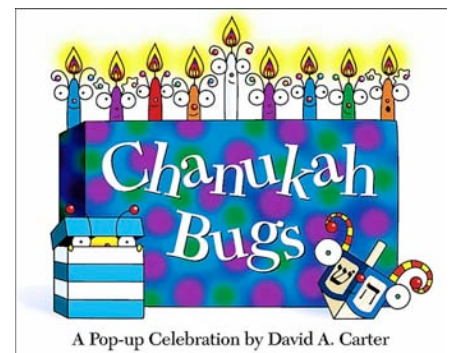
Licensing Representation
212.253.8680



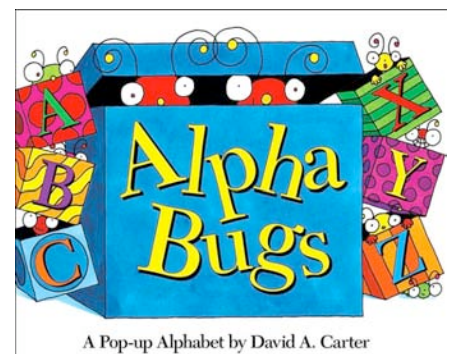
A Merry Pop-up Book with Lights and Music by David A. Carter



A Trick-or-Treat Pop-up By David A. Carter



A Pop-up Celebration by David A. Carter



A Pop-up Alphabet by David A. Carter

Brand Traits

Classic evergreen program based on the colorful comical “BUGGY” creatures that pop-up in surprising ways to enchant and introduce concepts to children. Published by Little Simon, an imprint of Simon & Schuster Children’s Publishing.



A Springtime Pop-up by David A. Carter

Target Customer

Parents and their children, ages 3-7

Licensing Program

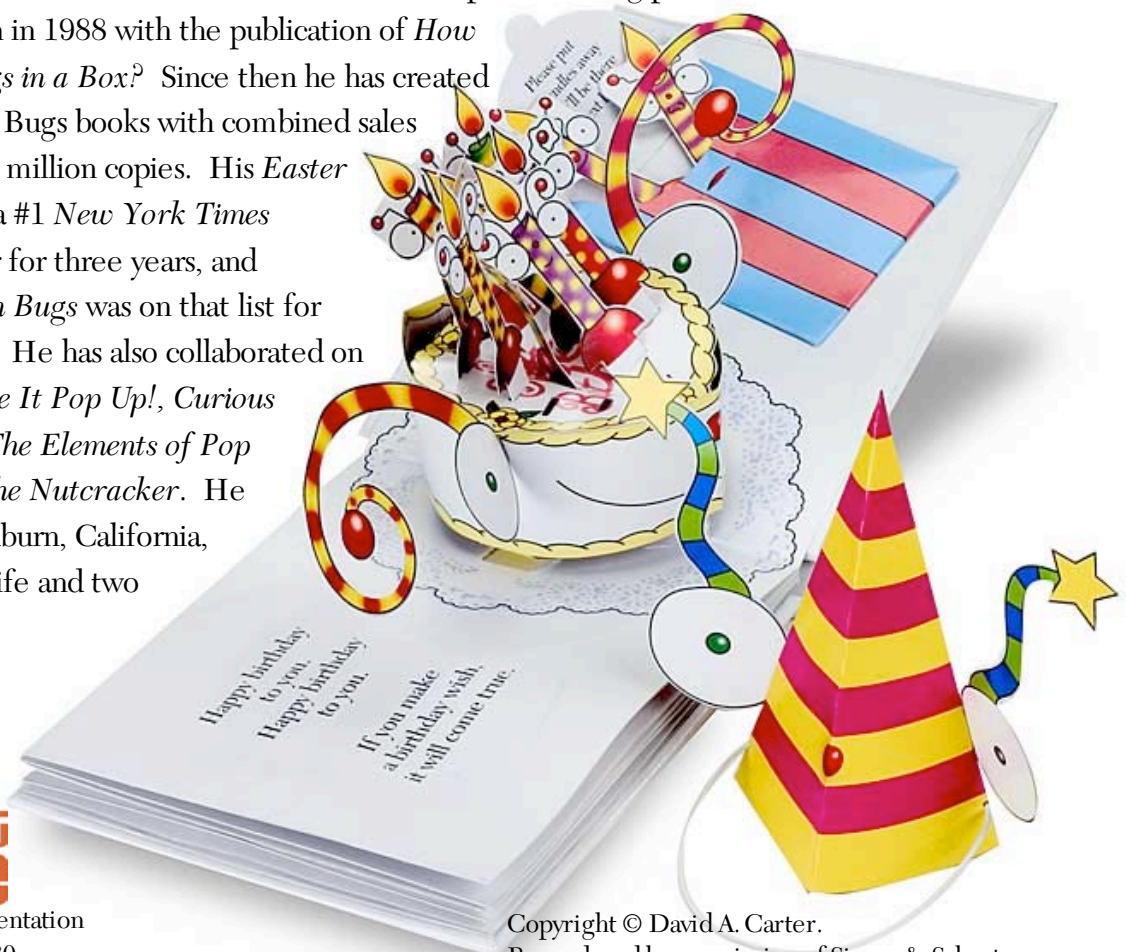
The “BUGS” brand franchise is being expanded to such categories as toys, apparel, school supplies, gift products, home, food, electronic, and health products.

Distribution

Mid-tier and mass market retailers, toy stores, specialty and gift stores, book stores, and catalog and internet channels.

About the Author

David A. Carter is the mastermind behind the powerful Bug phenomenon that began in 1988 with the publication of *How Many Bugs in a Box?* Since then he has created a series of Bugs books with combined sales of over six million copies. His *Easter Bugs* was a #1 *New York Times* best-seller for three years, and *Halloween Bugs* was on that list for two years. He has also collaborated on *Let's Make It Pop Up!*, *Curious Critters*, *The Elements of Pop Up*, and *The Nutcracker*. He lives in Auburn, California, with his wife and two daughters.



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LOUNGE**

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