

Dimensional Branding Group

Dimensional Branding Group will feature the PlayStation brand and first-party software titles at this year's Licensing Show, including *Little Big Planet*, *Ratchet & Clank*, *God of War*, *Resistance Fall of Man*, and *Patapon*. Since its official debut at last year's show, DBG has continued to grow the PlayStation licensing foundation with strong partners and creative programs. Many of SCEA's first-party titles are long-running franchises that fans personally identify with, making them ideal properties for licensing in more traditional categories such as publishing, apparel, toys, home décor, and extreme sports.

DBG will also feature other key clients, such as novelty product Chia Pet, classic parlor game Jenga, designer Masha D'yans, arcade game Skee-Ball, family financial fitness program Money Wizdom, publisher Chronicle Books, along with publisher Quirk Books and its hot new phenomenon *Pride and Prejudice and Zombies*.

Pride and Prejudice and Zombies, which has reached No. 33 on the *New York Times* Bestseller list, is a spin on Jane Austin's classic novel *Pride & Prejudice* and has kids and young adults clamoring to read it, with more than 170,000 units sold in its first week alone.