

**STAND 550**

Target Entertainment Group  
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Target Entertainment Group will be at this year's BLE with the licensing rights to a new property: the girl's fashion/lifestyle brand, Brit Chicks. Loaded with fashion, music and fun, it is aimed at girls aged 7+. Target will also be looking to sign more deals for PlayStation® software IPs at BLE, including LittleBigPlanet™, Invizimals™ and EyePet™, all of whom are making their BLE debut. Target signed an agreement with Sony Computer Entertainment Europe (SCEE) in April to act as the consumer products agent for PlayStation® software IPs (Intellectual Properties) in the UK and EMEA. The company will also be representing the pre-school animation Fluffy Gardens and the live action comedy series Emu. Target's stand number is 550.

**EyePet™**

EyePet™ is a new interactive, family game for PLAYSTATION®3, which incorporates PLAYSTATION®Eye camera technology. EyePet is packed with great games and challenges that is fun for all ages and the perfect way to get the whole family playing together. EyePet begins life as an egg and by caring for him, playing with him and dressing him up in crazy outfits, he develops his skills and grows into a magical EyePet. Licensing opportunities include plush, apparel, figurines and pet products.

**LittleBigPlanet™**

LittleBigPlanet™ is a unique game for PLAYSTATION®3 combining an amazing platform adventure with a huge social community enabling consumers to play, create and share. The hero of LittleBigPlanet is Sackboy™, a cool and cheeky character who explores the game with you. Licensing opportunities include apparel, footwear, accessories, plush, toys and games, gifts collectables and car accessories.

**Brit Chicks**

Owned by Brand Champions, Brit Chicks is a girl's fashion/lifestyle brand targeted at a 7+ age group. Loaded with fashion, music and fun, it centres around a girl group sensation. In October a social networking website [www.britchicks.com](http://www.britchicks.com) will launch where girls can make friends, chat and share adventures in a virtual world. The licensing programme will be fashion-led, extending into publishing and gaming.

**Invizimals™**

Invizimals™ is a unique monster hunting game for PSP™, which utilizes the PSP™ camera to hunt down invisible animals in the real world and capture them. Scheduled for release in winter 2009 it is aimed at boys and girls aged seven years and above who can trade their captured Invizimals with friends online. The licensing opportunities include apparel, accessories, figurines, toys and games, gifts, collectibles and posters.