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## **BIG TENT ENTERTAINMENT CONSOLIDATES T-SHIRT LICENSING BUSINESS WITH FIFTH SUN FOR POP CULTURE PHENOM *DOMO***

### **Consolidation Strategy Designed to Expand *Domo*'s Reach in the Apparel Category**

New York, NY September 9, 2009 – **Big Tent Entertainment**, the New York-based branded entertainment company, announced today that it is consolidating its *Domo* t-shirt licensing business with **Fifth Sun**, a leading graphic design and distribution company of licensed and private label apparel. Through the long-term agreement, Fifth Sun has been appointed the master t-shirt licensee for the internet superstar, enabling Big Tent to broaden *Domo*'s reach in this key apparel category. This announcement further expands Big Tent's existing relationship with Fifth Sun which currently includes an apparel line available at specialty and mass market for the popular freestyle motocross brand the *Crusty Demons*.

Fifth Sun will produce and market an initial product line for *Domo*, which will include screen printed and embellished t-shirts, tank tops, thermals and fleece for juniors, girls, young men and boys. Creative styles and treatments appropriate for all retail channels will be available throughout North America and Canada in January 2010.

"We are very excited to be expanding our relationship with Fifth Sun to include the *Domo* brand," said Rich Maryyanek, Partner/Chief Marketing Officer, Big Tent Entertainment. "Fifth Sun is a recognized leader in the category with a design staff that will take *Domo* to new dimensions. We have so many different segments of *Domo* fans out there and we believe that with Fifth Sun on board, we'll have products to satisfy them all."

Dan Gonzales, CEO of Fifth Sun added, "We absolutely love the *Domo* character and are thrilled to be designing a new t-shirt line that incorporates *Domo*'s quirky look and inherent coolness factor. We have a highly interested consumer base that loves to show off their *Domo* products and we are confident fans will be clamoring for these new styles."

*Domo*'s unique look and personality as the mascot for Japanese public broadcaster NHK quickly catapulted the character into one of the Internet's biggest sensations, sparking worldwide recognition. As the reigning poster child for personalized, user-generated content, *Domo* has found a home within the online viral community with hundreds of thousands of fan-made images, websites and videos created and posted to websites such as YouTube, Facebook and Flickr, among others.

In addition to the Fifth Sun apparel line, an array of new *Domo* products continue to hit the marketplace including Qees by Dark Horse and *Domo*'s highly anticipated first worldwide English-language manga from TOKYOPOP. Big Tent will continue developing an extensive

licensing, marketing, and promotional program surrounding the *Domo* brand with an emphasis on key categories such as video games, casual games, electronics and home décor.

### **About Fifth Sun**

Fifth Sun, ([www.5sun.com](http://www.5sun.com)) is a design and distribution company of licensed and private label apparel. Over the last 15 years, they attributed their level of excellence and success to proper execution. Fifth Sun's design process always starts with the customer in mind, one thing consistent about their designs is diversity in subject, but consistency in creativity. Fifth Sun applies this same diversity and creativity to their licensed programs. They try to achieve maximum potential for their licensors by devoting the energy necessary to develop creative products that follow their brand objectives. Fifth Sun will continue to push the creative envelope with all of their licenses because that is what they do best. Fifth Sun believes good brands will get you the opportunity, but great execution of a good brand will maximize your market and revenue growth.

### **About Big Tent Entertainment, LLC**

Big Tent Entertainment, LLC ([www.bigtent.tv](http://www.bigtent.tv)) is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (ex Asia) marketing and licensing company for viral sensation *Domo* and the North American agency of record for a number of children's properties including: *Discovery Kids*, the leader in educational content for children; *The Wiggles*, the world's most popular pre-school entertainers; and *Miffy & Friends*, one of the largest brands for infants, toddlers, and preschoolers with an all-new tween/teen program. Additionally, Big Tent serves as the U.S. licensing agent for the *Crusty Demons*, the masters of freestyle motocross; *The Saddle Club*, the world's most popular series about girls and horses; and *TOKYOPOP*, the world-renowned manga publisher and global pop culture brand.

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