



doodle jump®



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****FOR IMMEDIATE RELEASE****

Beanstalk U.K. Welcomes Doodle Jump To Its Client Roster

Global app phenomenon Doodle Jump finds U.K. home with Brand Licensing Agency Beanstalk

London, 11 October 2012 – Leading international brand licensing agency Beanstalk announced its partnership with games developer Lima Sky for exclusive representation in the U.K. of its global app sensation, *Doodle Jump*.

The phenomenally successful digital property entered the Apple App Store in April 2009, and subsequently received an Apple Design Award for excellence in design, user experience and quality. Recognised by Apple as the third all-time top paid app in March 2012, *Doodle Jump* has remained in the Top 25 Paid Apps for over two years. With tens of millions of game downloads on over 2,700 mobile handset models worldwide, *Doodle Jump* has established itself as a modern classic in the mobile application space.

Having secured global robotic and soft toy segment leaders, Innovation First Labs and Gund as master toy partners, Lima Sky has appointed Beanstalk to support *Doodle Jump*'s expansion into licensed products in the U.K. including apparel, accessories and publishing. *Doodle Jump* will continue to manage U.S. licensing initiatives in-house.

Eric Karp, Chief Licensing Officer for Lima Sky, comments, "Beanstalk is the gold standard in licensing brand management. We at Lima Sky are thrilled to be working with Beanstalk to bring the world of *Doodle Jump* to life on merchandise for the game's millions of U.K. fans."

Ciarán Coyle, Beanstalk's Managing Director, International, said, "It's no secret that Beanstalk firmly believes the next big entertainment franchises are to be found among the many apps and games in the digital space. We are very excited to represent *Doodle Jump*, not only as one of the greatest apps of all time but one with enormous opportunity for creative and entertaining licensed product. The opportunity has also been recognised by key U.K. retailers and manufacturers who have already expressed significant interest in the brand and its plans for extension through licensing."

To find out more about licensing opportunities for Doodle Jump visit the Beanstalk stand #E060 at Brand Licensing Europe 2012 or contact daniel.amos@beanstalk.com

About Lima Sky

Lima Sky, the creators of *Doodle Jump*, is an iOS development studio and publisher dedicated to creating entertaining, innovative and educational games and apps, with a special focus on the youth market. Founded in July 2008 by Igor Pusenjak, a graduate and faculty at the MFA interactive design program at Parsons School of Design in New York, and Marko Pusenjak, a veteran mobile applications developer, Lima Sky has established itself as a leading independent publisher across multiple platforms.

About Beanstalk

Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties, and other high-profile clients to leverage licensing as a strategic tool to enhance brand awareness, increase

consumer touch-points, and generate revenue. Beanstalk also offers a breadth of additional licensing services including direct-to-retail program management, license acquisition for manufacturers and TransAct™ licensing program administration. The company is headquartered in New York, with offices in London, Los Angeles, Miami, and Hong Kong, and affiliates throughout the world. For more information, please visit www.beanstalk.com. Beanstalk is a part of Diversified Agency Services, a division of Omnicom Group Inc.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc.

Omnicom Group Inc. (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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