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****Under embargo until Tuesday 16th October****

Beanstalk Drives Brand Presence at Brand Licensing Europe 2012

*Leading Brand Licensing Agency Beanstalk Unveils New Brands Joining Its Roster
Amidst News of Licensing Success and Retail Launches*

London, 16 October 2012 – Leading international brand licensing agency, Beanstalk today unveiled several new brands that have recently joined its prestigious client roster at Brand Licensing Europe. The announcement comes amidst news of major new license agreements secured by Beanstalk for celebrated British fashion designer Matthew Williamson in footwear, handbags and interiors, as well as the retail launch of the official MovieStarPlanet magazine by Egmont Kids U.K.

Global app sensation *Doodle Jump*, from games developer Lima Sky, joins as an exciting new property for Beanstalk. Lima Sky has recently secured segment leaders Innovation First Labs and Gund as master toy partners in the key segments of global robotics and plush, respectively. Lima Sky has appointed Beanstalk to support *Doodle Jump*'s expansion into licensed products in the U.K. including apparel, accessories and publishing.

Award-winning 'Food to Go' brand *The Phat Food Co.* will take their first steps in brand licensing under the guidance of Beanstalk's specialist teams, having found a home alongside longstanding food and beverage clients *Jack Daniel's*, *Southern Comfort*, *Finlandia* and *Chambord*.

Beanstalk has also been appointed to represent leading power brands *Energizer* and *Eveready* in Europe. Beanstalk, which has represented both brands in North America since 2009, is tasked with growing the reach of the brands' strategic licensing programmes across Europe through licensed products which complement and demonstrate their status as leaders in 'power' and 'charging.'

Ciarán Coyle, Beanstalk's Managing Director, International, said, "2012 has been a phenomenal year for Beanstalk. We have a tremendous track record of building global brands and spotting potential. Over the past year, we have seen the breadth and depth of our client roster develop in the areas of food, fashion and digital entertainment, in line with our strategy. The success of this strategy means we are going from strength to strength even in the current challenging retail environment."

To find out more visit the Beanstalk stand #E060 at Brand Licensing Europe 2012

*Louise French from Beanstalk will be speaking at 'Fashion & Brand Licensing: A Panel Discussion' at 11.45am
Thursday 18th Oct at Brand Licensing Europe's Licensing Academy*

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.omicomgroup.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.omicomgroup.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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