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The HUB Announces Newest Property: “The String Doll Gang”

The newly founded division of The Jim Henson Company will represent Kamibashi’s “The String Doll Gang” as exclusive world wide licensing agent for consumer products and entertainment

HOLLYWOOD, CA (May 11, 2009)- The HUB, the newly-formed division at The Jim Henson Company responsible for licensing products for third party properties, has signed on with Kamibashi Corporation based in Asheville, North Carolina to act as an exclusive licensing agent for THE STRING DOLL GANG, a band of kooky characters in the form of handmade string figures, each with his or her own special power that is always positive and helpful.

“The String Doll Gang” has been growing steadily since the initial North American debut in May, 2005 to now include over 50 unique characters. The HUB, led by Melissa Segal, Sr. VP of Global Consumer Products, will be securing licensees for THE STRING DOLL GANG for larger scale dolls, apparel, accessories, home furnishings, stationary, gifts, crafts, personal care, publishing, and video games. Additionally, The Jim Henson Company will also be looking to develop the franchise as an entertainment property for features, television and new media.

“The HUB is a perfect licensing agency partner for Kamibashi because of The Jim Henson Company’s long history of creating and developing dynamic characters across all platforms whether it be entertainment or consumer products”, said Segal. “THE STRING DOLL GANG has become an international sensation and is in over 1,000 US retail stores. The brand lends itself perfectly to an expanded universe of products for all ages and will only continue to rise in popularity.”

Each unique doll from THE STRING DOLL GANG collection comes with a woven fabric tag that won’t rip or wrinkle. The characters’ names appear on the front of the tag, and their special powers are described on the back. String Dolls currently retail for \$10.00 each.

About The HUB

The HUB is a third party licensing banner operating under The Jim Henson Company established to acquire and service global consumer products programs for external brands and entertainment properties. Melissa Segal, Senior Vice President of Global Consumer Products overseeing this initiative, is the former owner of licensing firm, Brandolution, which established itself early on as a formidable and innovative marketing and consumer products agency. Formed by The Jim Henson Company in 2009, The HUB is actively pursuing additional opportunities to grow its portfolio of brands which currently includes Grillmaster, Skatelab, and The String Doll Gang.

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THE JIM HENSON COMPANY

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train" "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment.

The Company's Henson Alternative brand recently launched the New York run of "Stuffed and Unstrung," a live puppet improvisational show at the Union Square Theatre.

<http://www.henson.com>