

Nelvana Enterprises Signs New Partners and Grows *Soft'n Slo Squishies*™ Licensing Program

The bestselling, tactile collectibles line from ORB expands into key softgoods categories

TORONTO, CANADA, May 17, 2018 – Nelvana Enterprises (Booth# H214), the global licensing and merchandising arm of Corus Entertainment's Nelvana, today announced several new licensees for the ***Soft'n Slo Squishies*™** brand's consumer products program. [As previously announced](#), Nelvana Enterprises is the global licensing representative for ORB™'s market-leading collectibles line, which has sold millions of units globally.

The new *Soft'n Slo Squishies*™-branded products launching this fall are: **Hybrid Apparel** (girls' apparel) and **Komar Kids** (sleepwear at mass) in the U.S.; and **JCorp** for girls' apparel in Canada. Additionally, **Jellifish Kids** will be producing licensed sleepwear, underwear and swimwear in Canada, as well as for mid-tier and specialty lines in the U.S. Nelvana is focused on rounding out the program with home décor, accessories, publishing, social expressions and novelty products.

"*Soft'n Slo Squishies*™' key attributes of playfulness, collectability and unique design offer licensees a myriad of opportunities to make an impactful retail statement," said Pam Westman, Head, Nelvana Enterprises. "We're eager to see what our new partners have in store for this globally trending brand."

Nelvana is currently working on growing the *Soft'n Slo Squishies*™ licensing program internationally and expects will roll out announcements on that front in the near future. The company is also producing original digital media content for the brand. Its multi-episode, original, short-form [YouTube series](#) incorporates the tactile slow-rising and ultra-soft *Soft'n Slo Squishies*™ toys and has attracted more than 400,000 views.

"*Soft'n Slo Squishies*™ is a brand that has captured children's imaginations," says Mitra Rad, Brand Manager at ORB™. "It's exciting to see the collectability factor expand beyond the toys themselves and really come to life in these licensed products. The future of *Soft'n Slo Squishies*™ is extremely exciting, with over 600 new designs and a huge increase in international market share expected in 2018."

About Nelvana

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like Babar and Franklin. Nelvana's content is distributed in more than 160 countries worldwide and broadcast across Corus Entertainment's suite of leading kids' networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of inhouse and third-party brands with offices in Toronto and Paris. Nelvana Studio, with offices in Toronto and Montreal, employs more than 300 Canadian artists working with local and international producers to create premium children's content for a global stage. For more information, visit www.nelvana.com.



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About ORB

ORB™ is the fastest growing activities company in the world, shipping high volume, high quality trends, collectables, crafts, compounds, and breakthrough art materials more quickly than anyone. Developing hyper brands at hyper speed is ORB's mantra. ORB™ began almost 30 years ago with the Celestial Orb, a transforming hand-held widget made from wire. Innovation in tactile toy design has translated today into explosive brands like Soft'nSlo Squishies™, ORBMolecules™, and Bubbleezz™. These lines have launched ORB™ to a new level of buzz within the industry. Soft'n Slo Squishies™ now includes over 550 different designs, making ORB™ the largest producer of squishies in the world—not only in the number of SKUs, but also in total quantities sold. For more information, visit www.orbtoys.com.

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