

# First Take



We've got your advanced ticket to upcoming kid-friendly feature films and their associated licensing and promotional details. Running through 2013, it's clear Hollywood is delivering a mixed bag of revamped classics like *The Smurfs* and sure-fire extensions to billion-dollar franchises à la *Madagascar 3*, *Cars 2* and *Spider-Man* reboot.



**HOP**  
April 1, 2011

**STORY LINE**  
(A=animation, L=live action)

(L/CGI) Blending animation with live action, *Hop* tells the story of Fred (James Marsden), an unemployed 30-year-old whose life is stuck in neutral, and a teenage bunny (voiced by Russell Brand). Their lives collide when they literally crash into one another. As Fred struggles with the world's worst houseguest, he discovers the future Easter Bunny has no interest in taking over the family business. Chris Meledandri produces with John Cohen through Illumination Entertainment, creators of 2010 smash hit *Despicable Me*.

**STUDIO & DISTRIBUTOR**

Illumination Entertainment/  
Universal Pictures

**LICENSING CONTACT**

**Domestic:** Cindy Chang, VP & GM of licensing, Universal Partnerships & Licensing, 818-777-2067  
**International:** Ray De La Rosa, VP of international licensing, Universal Partnerships & Licensing, 818-777-5694

**PROMOTIONS CONTACT**

Michelle Hagen, VP & GM, theatrical promotions, Universal Partnerships & Licensing, 818-777-8175

**LICENSEES & PROMOTIONAL PARTNERS**

**Licensee and promo opps:** Currently seeking partners across all categories.



**RIO**  
April 15, 2011

(CGI/3-D) From the makers of the *Ice Age* films, *Rio* is set in the city of Rio de Janeiro and the rainforest of Brazil. The comedy-adventure centers on Blu, a rare macaw who thinks he is the last of his kind. When Blu discovers there's another—and that she's a she—he leaves the comforts of his cage in small town Minnesota and heads to Rio. But it's far from love at first sight between the domesticated and flight-challenged Blu and the fiercely independent, high-flying Jewel.

Blue Sky Studios/  
Twentieth Century Fox

**Domestic and International:**

Pam Kunick-Cohen, SVP of global brand management, Fox Consumer Products, 310-369-3750, pam.kunick-cohen@fox.com

Rita Drucker, SVP of film promotion, Twentieth Century Fox, 310-369-3125, rita.drucker@fox.com

**Licensees:** ToyQuest, JEM Sportswear, Awake, THQ, HarperCollins, Modern Publishing, Hallmark, Decopac



**THOR**  
May 6, 2011

(L) Director Kenneth Branagh leads a cast that includes Chris Hemsworth, Natalie Portman, Anthony Hopkins, Renee Russo and Tom Hiddleston in the *God of Thunder's* silver-screen debut. At the center of the story is The Mighty Thor, a powerful but arrogant warrior whose reckless actions reignite an ancient war. Thor is cast down to Earth and forced to live among humans as punishment. Once here, Thor learns what it takes to be a true hero when the most dangerous villain of his world sends the darkest forces of Asgard to invade Earth.

Marvel Studios/  
Paramount Pictures

**Domestic:** Paul Gitter, president of consumer products, North America, Marvel Entertainment, 212-576-4026  
**International:** Sandrine de Raspide, EVP, Marvel Entertainment International, 44-207-858-2004

Douglas Finberg, EVP, international marketing, Marvel Studios, 310-550-3100

**Licensees:** Hasbro, Crayola, Maisto International, Upper Deck



**PIRATES OF THE CARIBBEAN: ON STRANGER TIDES**  
May 20, 2011

(L) Johnny Depp returns to the role of Captain Jack Sparrow in the franchise's latest installment. When Jack crosses paths with a woman from his past (Penelope Cruz), he's not sure if it is love or her need to find the Fountain of Youth that brought her back. When the conniver forces him aboard Blackbeard's ship, however, Jack finds himself on an unexpected adventure in which he doesn't know who to fear more—Blackbeard or the woman from his past.

Walt Disney

Mary Beech, VP & GM, global franchise development, Disney Consumer Products, mary.beech@disney.com

Don Gross, VP of global promotions, Buena Vista Pictures Marketing, 818-560-7477, don.gross@disney.com

**Licenses:** Disguise, Hallmark, Jakks Pacific, Jay Franco, Lambus, LEGO, Mead, Mighty Fine, Northwest, Sideshow Collectibles

**KUNG FU PANDA 2**  
May 27, 2011

(CGI) Po is now living his dream as The Dragon Warrior, protecting the Valley of Peace alongside his friends and fellow kung fu masters, The Furious Five. But Po's new life is threatened by the emergence of a formidable villain, who plans to use a secret, unstoppable weapon to conquer China and destroy kung fu. It is up to Po and The Furious Five to journey across the country to face this threat and vanquish it.

DreamWorks Animation/Paramount Pictures

**Domestic:** Brad Woods, head of licensing and retail marketing, DreamWorks Animation, 818-695-7011  
**International:** Sheila Clarke, head of international consumer products, DreamWorks Animation, 818-695-7542

Linda Kehn, head of promotions, DreamWorks Animation, 818-695-7569; David Bynder, head of home video promotions, DreamWorks Animation, 818-695-7031

**Licenses:** Ape Entertainment, Dalmation Press, Hallmark, Penguin Books, Rubie's Costume, THQ

**GREEN LANTERN**  
June 17, 2011

(L) Ryan Reynolds stars as the popular DC Comics character Green Lantern, a.k.a. test pilot Hal Jordan, who is granted a mystical green ring that gives him otherworldly powers, as well as membership into an intergalactic defense squadron.

Warner Bros.

**Domestic:** Karen McTier, EVP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, karen.mctier@warnerbros.com  
**International:** Jordan Sollitto, EVP of new initiatives & international licensing, Warner Bros. Consumer Products, 818-954-7807, jordan.sollitto@warnerbros.com

**Domestic:** Karen McTier, EVP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, karen.mctier@warnerbros.com  
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**Licenses:** Mattel, Franco, Rubie's Costume, Hallmark, Junkfood, Bioworld, Fast Forward, Isaac Morris, Sara Max

**CARS 2**  
June 24, 2011

(CGI) Lightning McQueen zooms back into action with his best friend Mater in tow to take on the globe's fastest and finest in this new installment of the Cars franchise, directed by Brad Lewis, producer of *Ratatouille*.

Disney-Pixar/Walt Disney

Mary Beech, VP/GM, global franchise development, Disney Consumer Products, mary.beech@disney.com

Don Gross, VP of global promotions, Buena Vista Pictures Marketing, 818-560-7477, don.gross@disney.com

**Licenses:** Concept One, Crayola, Fisher-Price, Hallmark, Isaac Morris, Jay Franco, KCC, Kellogg's, KHQ, LeapFrog, LEGO, Mattel, Mead, Power Wheels

**HARRY POTTER AND THE DEATHLY HALLOWS PART 2**  
July 15, 2011

(L/3-D) In the second part of the final film of the Harry Potter series, Harry, Ron and Hermione return to Hogwarts to find and destroy Voldemort's remaining horcruxes. But when the one who must not be named discovers their mission, the battle of a lifetime ensues.

Warner Bros.

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**Licenses:** LEGO, Hasbro, Gentle Giant, Hallmark

STORY LINE  
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STUDIO & DISTRIBUTOR

LICENSING CONTACT

PROMOTIONS CONTACT

LICENSEES & PROMOTIONAL PARTNERS



**WINNIE THE POOH**  
July 15, 2011

(A) A new feature film brings back the original storytelling and hand-drawn art style of Winnie the Pooh and retells the tales of the Hundred-Acre Wood from the original books that have not been previously depicted in animation.

Walt Disney

Mary Beech, VP/GM, global franchise development, Disney Consumer Products, mary.beech@disney.com

Don Gross, VP of global promotions, Buena Vista Pictures Marketing, 818-560-7477, don.gross@disney.com

**Licenses:** adidas, Beechnut, Duplo, Fisher-Price, Hallmark, Kimberly Clark, LeapFrog, Disney Publishing Worldwide

**THE FIRST AVENGER: CAPTAIN AMERICA**  
July 22, 2011

(L) Focusing on the early days of the Marvel Universe, this new superhero flick tells the tale of Steve Rogers, who volunteers to participate in an experimental military program that turns him into the Super Soldier known as Captain America. Chris Evans stars as the titular hero with Sebastian Stan portraying the Cap's sidekick, Bucky.

Marvel Studios/  
Paramount Pictures

**Domestic:** Paul Gitter, president of consumer products, North America, Marvel Entertainment, 212-576-4026  
**International:** Sandrine de Raspide, EVP, Marvel Entertainment International, 44-207-858-2004

Douglas Finberg, EVP, international marketing, Marvel Studios, 310-550-3100

**Licensing and promo opps:** Led by master toy licensee Hasbro, Marvel is looking to assemble a licensing program across all core categories, as well retail and co-branded programs for its "Avengers Assemble" initiative.

**THE SMURFS**  
August 3, 2011

(L/CGI/3-D) In Sony Pictures Animation's live-action family comedy, the evil wizard Gargamel returns from the 1980s toon to chase the Smurfs out of their village, causing them to tumble through a portal that only opens once "in a blue moon" and into modern-day Manhattan. The Smurfs must conjure up a real blue moon in order to make it home before Gargamel tracks them down.

Sony Pictures Animation/  
Sony Pictures

Gregory Economos, SVP of Sony Pictures Global Consumer Products, 310-244-4188, gregory\_economos@spe.sony.com

Mary Goss Robino, SVP of global marketing partnerships, Sony Pictures Consumer Marketing, 310-244-3999, mary\_robino@spe.sony.com

**Licensing and promo opps:** Sony is exploring opportunities in select categories.

**MR. POPPER'S PENGUINS**  
August 12, 2011

(L/CGI) Jim Carrey stars as Mr. Popper, a driven businessman who is clueless when it comes to the important things in life—until he inherits six penguins. While Popper's penguins turn his swank New York apartment into a snowy winter wonderland, and the rest of his life upside-down, they teach him valuable lessons about the nature of family.

Twentieth Century Fox

**Domestic and International:** Pam Kunick-Cohen, SVP of global brand management, Fox Consumer Products, 310-369-3750, pam.kunick-cohen@fox.com

Rita Drucker, SVP of film promotion, Twentieth Century Fox, 310-369-3125, rita.drucker@fox.com

**Licensee and promo opps:** Currently seeking partners across all categories.

**MARVIN THE MARTIAN**  
October 7, 2011

(L/CGI) Based on the classic Looney Tunes character, Marvin with the short fuse comes to Earth to destroy Christmas. His plans are foiled when he gets trapped in a gift box.

Alcon Entertainment/  
Warner Bros. Family Entertainment

**Domestic:** Karen McTier, EVP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, karen.mctier@warnerbros.com  
**International:** Jordan Sollitto, EVP of new initiatives & international licensing, Warner Bros. Consumer Products, 818-954-7807, jordan.sollitto@warnerbros.com

**Domestic:** Karen McTier, EVP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, karen.mctier@warnerbros.com  
**International:** Jordan Sollitto, EVP of new initiatives & international licensing, Warner Bros. Consumer Products, 818-954-7807, jordan.sollitto@warnerbros.com

**Licenses:** WBCP is working on a focused licensing program to augment the product offerings of the long-established Looney Tunes brand.

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**PUSS IN BOOTS**  
November 4, 2011

**HAPPY FEET 2**  
November 18, 2011

**ARTHUR CHRISTMAS**  
November 23, 2011

**HONG KONG PHOOEY**  
2011

**ALVIN AND THE CHIPMUKS: CHIPWRECKED**  
December 16, 2011

(CGI) Well before Puss ever met Shrek, the suave feline hero went on many a swashbuckling ride. In his first solo outing, Puss teams with mastermind Humpty Dumpty to steal the famed Goose that lays the Golden Eggs.

(CGI/3-D) The sequel to the Academy Award-winning animated film follows up on the story about a penguin who could not sing but who knew how to dance. New characters will include Sven the flying penguin, voiced by Hank Azaria, with Brad Pitt and Matt Damon also lending their pipes to the pic. And it's all been produced in eye-popping 3-D.

(Stop motion/CGI) This Christmas-themed movie highlights the technological advances made at the North Pole, revealing how Santa and his army of trained elves create and distribute gifts across the world on just one night. Of the 600 million children, one is left without a gift and it's up to Arthur, Santa's misfit son, to get the last present halfway across the world before Christmas Day.

(L/CGI) A live-action feature based on Hanna-Barbera's 1970s animated series about a kung fu-fighting pup and his feline sidekick.

(L/CGI) In their third big-screen outing, Alvin, Simon, Theodore and The Chipettes are up to their usual antics while aboard a luxury cruise ship, until they become "chipwrecked" on a deserted island.

DreamWorks Animation/  
Paramount Pictures

Warner Bros.

Sony Pictures Animation/  
Sony Pictures

Warner Bros.

Fox 2000, New Regency Productions,  
Bagdasarian Productions,  
Twentieth Century Fox

**Domestic:** Brad Woods, head of licensing and retail marketing, DreamWorks Animation, 818-695-7011  
**International:** Sheila Clarke, head of international consumer products, DreamWorks Animation, 818-695-7542

**Domestic:** Karen McTier, EVP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, karen.mctier@warnerbros.com  
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Gregory Economos, SVP, Sony Pictures Global Consumer Products, 310-244-4188, gregory\_economos@spe.sony.com

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**International:** Jordan Sollitto, EVP of new initiatives & international licensing, Warner Bros. Consumer Products, 818-954-7807, jordan.sollitto@warnerbros.com

**Domestic and International:** Pam Kunick-Cohen, SVP global brand management, Fox Consumer Products, 310-369-3750, pam.kunick-cohen@fox.com

Linda Kehn, head of promotions, DreamWorks Animation, 818-695-7569; David Bynder, head of home video promotions, DreamWorks Animation, 818-695-7031

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**International:** Jordan Sollitto, EVP of new initiatives & international licensing, Warner Bros. Consumer Products, 818-954-7807, jordan.sollitto@warnerbros.com

Mary Goss Robino, SVP of global marketing partnerships, Sony Pictures Consumer Marketing, 310-244-3999, mary\_robino@spe.sony.com

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Rita Drucker, SVP of film promotion, Twentieth Century Fox, 310-369-3125, rita.drucker@fox.com

**Licenses:** Ape Entertainment, Dalmation Press, Hallmark, Penguin Books, THQ  
**Licensing and promo opps:** Additional theatrical and DVD promotional opportunities are still available and DreamWorks is seeking partners in select categories.

**Licenses:** Amscan, Hallmark Party

**Licensing and promo opps:** Sony is exploring opportunities in select categories.

**Licensing and promo opps:** WBCP is working on a focused licensing program.

**Licenses:** Isaac Morris, Mad Engine, SGI Apparel  
**Licensing and promo opps:** Additional categories are currently being finalized.

STORY LINE  
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STUDIO & DISTRIBUTOR

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LICENSEES & PROMOTIONAL PARTNERS



**THE ADVENTURES OF TINTIN: SECRET OF THE UNICORN**  
December 23, 2011

**DR. SEUSS' THE LORAX**  
March 2, 2012

**BATTLESHIP**  
May 18, 2012

**STRETCH ARMSTRONG**  
2012

**THE AVENGERS**  
May 4, 2012

(CGI) Directed by Steven Spielberg, this long-awaited film chronicles the adventures of the classic character created by Georges Remi and his dog, a terrier named Snowy, as they travel the world.

(CGI) From producer Chris Meledandri's Illumination Entertainment comes a CGI adaptation of the classic 1971 Seuss fable about an extinct forest creature, the consequences of greed and the enduring power of hope.

(L/3-D) Peter Berg is producing and directing the action-adventure film based on Hasbro's classic naval combat game that unfolds across the seas, in the skies and over land.

(L/3-D) The Twilight saga's Taylor Lautner is taking on the role of the title character in the 3-D superhero adventure based on the iconic action figure made popular in the 1970s and relaunched in the 1990s. Producer Brian Grazer is teaming with Hasbro to bring the project to life, while Nick Stoller (*Forgetting Sarah Marshall*) is rewriting the original screenplay by Steve Oedekerk.

(L) The Avengers brings together for the first time the superhero team of Marvel Comics characters, including Iron Man, Captain America, Thor and The Hulk, who are forced to band together to battle the biggest foe they've ever faced.

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STUDIO & DISTRIBUTOR

Paramount Pictures

Universal Pictures

Universal Pictures

Universal Pictures

Marvel Studios/Paramount Pictures

LICENSING CONTACT

Lynda Cevallos, VP of licensing, 323-956-8626, lynda\_cevallos@paramount.com

**Domestic and International:** Susan Brandt, president of licensing and marketing, Dr. Seuss Enterprises, 858-459-9744, susanb@drseuss.com

**Domestic and International:** Bryony Bouyer, SVP, Hasbro Properties Group, 401-431-8277, bbouyer@hasbro.com

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**Domestic:** Paul Gitter, president of consumer products, North America, Marvel Entertainment, 212-576-4026  
**International:** Sandrine de Raspide, EVP, Marvel Entertainment International, 44-207-858-2004

PROMOTIONS CONTACT

Chris Cerbo, director of global promotions, 323-956-8105, chris\_cerbo@paramount.com

Michelle Hagen, VP & GM of theatrical promotions, Universal Partnerships & Licensing, 818-777-8175

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Douglas Finberg, EVP, international marketing, Marvel Studios, 310-550-3100

LICENSEES & PROMOTIONAL PARTNERS

**Licensing and promo opps:** Paramount is seeking licensees/promo partners in automotive, beverage, beauty, electronics, financial, insurance, QSR, shipping, sports, tech, travel, wireless and pets.

**Licensing and promo opps:** Dr. Seuss Enterprises is working on building a program filled with eco-friendly plush, apparel, posters and school supplies, while Universal is on the hunt for like-minded promotional partners.

**Licensing and promo opps:** Hasbro has the toys under control, but is looking to build out lifestyle categories like apparel and accessories for the all-new Battleship program, much like it did with 2007's *Transformers*. Universal, meanwhile, is currently seeking promotional partners.

**Licensing and promo opps:** Hasbro is looking after licensing, while Universal is taking care of promos. Both are on the hunt for partners to build out a classic boys action program.

**Licensing and promo opps:** Marvel is looking to assemble a roster of top-tier licensees across all core categories to build licensing and merchandising programs, as well as retail and co-branded programs for its "Avengers Assemble" initiative.



## MADAGASCAR 3

May 25, 2012

(CGI/3-D) The third installment of the Madagascar franchise and the first to be released in 3-D, this film sees Alex the Lion, Marty the Zebra, Gloria the Hippo and Melman the Giraffe still fighting to get home to the Big Apple. This time, the road takes them through Europe.

DreamWorks Animation/  
Paramount

**Domestic:** Brad Woods, head of licensing and retail marketing, DreamWorks Animation, 818-695-7011  
**International:** Sheila Clarke, head of international consumer products, DreamWorks Animation, 818-695-7542

Linda Kehn, head of promotions, DreamWorks Animation, 818-695-7569; David Bynder, head of home video promotions, DreamWorks Animation, 818-695-7031

**Licensing and promo opps:** DreamWorks is still compiling a comprehensive licensing program.

## SPIDER-MAN 4

July 3, 2012

(L/3-D) Director Marc Webb takes on the latest piece of the popular franchise. Newcomer Andrew Garfield stars as Peter Parker/Spider-Man and Emma Stone portrays Gwen Stacy.

Marvel Studios, Sony  
Pictures/Sony Pictures

**Domestic:** On behalf of Spider-Man Merchandising Paul Gitter, president of consumer products, North America, Marvel Entertainment, 212-576-4026  
**International:** Sandrine de Raspide, EVP, Marvel Entertainment International, 44-207-858-2004

Mary Goss Robino, SVP of global marketing partnerships, Sony Pictures Consumer Marketing, 310-244-3999, mary\_robino@spe.sony.com

**Licensing and promo opps:** Spider-Man Merchandising is looking to assemble a roster of licensees across all core categories.

## ICE AGE: CONTINENTAL DRIFT

July 13, 2012

(CGI) *Ice Age's* Manny, Diego and Sid embark on their fourth adventure after a cataclysm sets an entire continent adrift. Separated from the rest of the herd, they use an iceberg as a makeshift ship, which launches them on a seafaring quest.

Blue Sky/  
Twentieth Century Fox

**Domestic and International:** Pam Kunick-Cohen, SVP of global brand management, Fox Consumer Products, 310-369-3750, pam.kunick-cohen@fox.com

Rita Drucker, SVP of film promotion, Twentieth Century Fox, 310-369-3125, rita.drucker@fox.com

**Licensing and promo opps:** The first three films in the *Ice Age* franchise have generated more than US\$1.9 billion internationally, so expect Fox to go wide with the licensing program targeting kids ages three to five that's currently under construction.

## Also Slated

### THE MUPPETS MOVIE November 23, 2011

(L) This updated take on the Muppets franchise introduces iconic characters like Kermit the Frog and Miss Piggy to today's hot stars, including Jason Segel and Amy Adams. In this outing, the Muppet gang stages a show in order to save their old theater. **Walt Disney Pictures**

### THE CROODS March 30, 2012

(3-D) Actresses Emma Stone and Catherine Keener are voicing the caveman-era animated comedy along with Nicolas Cage and Ryan Reynolds. The film is written and directed by *How to Train Your Dragon's* Chris Sanders. **DreamWorks Animation**

### ME AND MY SHADOW March 2013

(A) The mixed CGI-2D animated film follows the daily life of the most boring human ever, Stanley Grubb, and his frustrated shadow who yearns for excitement. **DreamWorks Animation**

### HOW TO TRAIN YOUR DRAGON 2 2013

(CGI/3-D) This sequel to the worldwide 2010 smash about geeky Viking teen Hiccup and his fiercely protective dragon pal Toothless that grossed US\$490 million worldwide will be preceded by a CGI series that's set to debut on Cartoon Network US in 2012. Details surrounding the plot of the second feature film are being kept under wraps. However, the studio has announced the first movie's all-star voice talent roster of Jay Baruchel, Craig Ferguson, America Ferrera, Jonah Hill, Christopher Mintz-Plasse, TJ Miller and Kristen Wiig will return. **DreamWorks Animation**

### MONKEYS OF BOLLYWOOD TBD

(CGI) Development on this animated ode to Bollywood musicals has been fast-tracked by the bigwigs at DreamWorks. Set in modern-day Mumbai, the story revolves around two common monkeys who become unlikely heroes in a last-ditch effort to stop an ancient demon bent on world domination. Academy Award-winning Indian composer A.R. Rahman (*Slumdog Millionaire*), lyricist Stephen Schwartz (*Wicked*, *Enchanted*) and writers Guirinder Chadha and Paul Berges (both *Bend It Like Beckham*) are spearheading the creative. **DreamWorks Animation**

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