



## ***Wild Kratts Soars at Retail with New Licensees and Expanded Product Lines***

***Hit PBS KIDS Series Broadens Product Assortment;  
Isaac Morris Climbs Aboard for Apparel; New Offerings from  
Wicked Cool Toys, Pressman Toy, Random House Children's Books, and More  
Arrive at Retail this Year!***

New York, NY, February 11, 2016 – Kids are *wild* for [Wild Kratts](#)! Young fans from coast-to-coast have been pouncing on the debut collection of toys and playthings inspired by the hit **PBS KIDS** series, **Wild Kratts**. Now, new licensees are joining the “pack” and current licensing partners are expanding their product lineups to meet high demand for merchandise based on the creature-powered animated show. **The Kratt Brothers Company** has named leading apparel manufacturer **Isaac Morris Limited** as its newest licensing partner, while master toy licensee **Wicked Cool Toys** along with **Pressman Toy** (games and puzzles), **Random House Children's Books** (books), **PBS Distribution** (DVDs), **PBS KIDS** (apps) and **InCharacter** (costumes) will all introduce new **Wild Kratts** offerings this year, further expanding the brand's fast-growing licensing program.

“We’re thrilled with the success of our initial lineup at retail and are looking forward to expanding into so many different categories this year with a terrific selection of new products that provides **Wild Kratts** fans everywhere with more ways to play with, learn from, and be a part of the brand,” said Chris Kratt, creator, producer and co-star of the series and co-founder of The Kratt Brothers Company. “We’re very happy to welcome Isaac Morris to the **Wild Kratts** team, as we continue to work with each of our licensing partners to create offerings that answer the call of kids’ natural fascination with animals, so they can act out their own imaginative adventures whenever and wherever they go.”

To help kids suit up for their **Wild Kratts** animal expeditions, this spring Kmart and Fred Meyer stores will showcase a debut selection of printed t-shirts, hoodies and bottoms from Isaac Morris.

Due to popular demand, Wicked Cool Toys will also broaden its selection of toys this year to include exciting new action figure sets as well as new role-play items that complement the popular **Wild Kratts Creature Power Suits** – just like the ones animal adventurers Chris and Martin Kratt sport in the animated series!

Pressman Toys’ recently released **Wild Kratts Race Around The World Game**, a top performer at retail, will be joined by two more games, **Wild Kratts Pop’N’Race Game** and **Wild Kratts Make A Match** memory game, as well as a **Wild Kratts 100 Piece Puzzle**.

Strong sales for **Wild Kratts** books have also prompted Random House Children's Books to expand its initial library of four Step into Reading titles to 12 books in a variety of formats, including a new **Wild Kratts** Little Golden Book, "Wild in Africa!," as well as a selection of deluxe 8x8 books with stickers.

The "roar" for **Wild Kratts** among kids and families has sparked excitement for new DVDs and apps too. Two new DVDs planned for release later this year include "Wild Animal Babies" and "Wild Reptiles," bringing the total number of **Wild Kratts** titles from PBS Distribution to 13. **Wild Kratts** content is also featured on two compilation DVDs featuring various PBS KIDS series. Both will be available exclusively via a major national retailer in March. **Wild Kratts** apps from PBS KIDS have also met with such an enthusiastic reception that the brand is reaching younger age groups with its newest app focusing on animal care for the 3-8-year-old set, "**Wild Kratts Baby Buddies**."

The **Wild Kratts** costume program has also been experiencing a "growth spurt." This year, InCharacter will add Florida Panther costumes, both in green (for Chris) and blue (for Martin), to its assortment of costumes that let kids "try on" the unique creature powers of a Spider Monkey, Bat and Cheetah.

Likewise, the **Wild Kratts** stage show, **Wild Kratts Live!**, is set to travel to 45 different markets in 2016. The high-energy show continues to sell out at each stop since the tour kicked off in 2014, with wild crowds of creature-crazy fans dressed as their favorite animal adventurer heroes coming to theaters across the country eager to see the Kratt Brothers in person.

The popular live-action and animated **Wild Kratts** series, produced by The Kratt Brothers Company and 9 Story Media Group, is now in its fifth season and airs daily on PBS KIDS (check local listings). Each half-hour episode follows the animated versions of the Kratt brothers and their friends on hilarious expeditions with wild animals from around the world, complete with animal-inspired gadgets and awesome Creature Power Suits that enable the adventurers to get close to the creatures. Every episode explores an age-appropriate science concept central to an animal's life and showcases a spectacular wildlife moment, presented with engaging stories of mystery and rescue as well as the Kratt brothers' signature brand of laugh-out-loud comedy. The real-life Chris and Martin introduce each **Wild Kratts** episode with a live-action segment that imagines what it would be like to experience a never-before-seen wildlife occurrence, and asks, "What if...?" to set the story in motion.

**Wild Kratts** airs in more than 180 countries and is available in 18 languages. New sponsors for the show include **L'il Critters** gummy vitamins and **Curious World**, the online early learning activity platform. Season Three of **Wild Kratts** is now available on Netflix in the U.S. with additional seasons to be made available soon.

#### **About The Kratt Brothers Company**

**Wild Kratts** joins several other wildly-popular children's television shows created by animal experts Chris and Martin Kratt. Zoologists by training, the Kratt brothers have built a trusted entertainment brand based on their enthusiasm for animals. Since founding their production company, The Kratt Brothers Company, in 1993, they have developed and executive produced more than 140 episodes of three successful television series: *Kratts' Creatures*, *Zoboofoo with the Kratt Brothers* and *Kratt Bros. Be the Creature*. In addition to playing themselves, Chris and Martin serve as directors, scriptwriters, authors and wildlife cinematographers in pursuit of more "creature adventure."

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