



The Tetris Company, LLC and Licensing Works!® Sign Two New Sub-Agents to Globally Expand the World-Famous TETRIS® Brand Line of Merchandise

More popular than ever, the 27-year-old TETRIS® brand will expand on its UK and European merchandise footprint through Caroline Mickler, Ltd and Plus Licens

Honolulu – February 1, 2012 – The Tetris Company, LLC, the exclusive licensor of the TETRIS® brand, and its merchandising agent, Licensing Works!®, signed two new sub-agents to launch new merchandise licensing programs. The Tetris Company welcomes aboard Caroline Mickler, Ltd and Plus Licens as part of the global TETRIS family. The new partnerships will allow manufacturers and promotional partners to put the TETRIS® brand to work for their consumer products throughout the UK and Europe. The TETRIS® brand already stands side by side with many of the world's most recognized brands through its licensing arrangements with leading interactive, video game, mobile, online and wireless content providers on computing devices of all shapes and sizes - from key chains to mobile phones to home theatre screens.

“With the TETRIS game present on over 50 platforms in 185 countries, we are one of the most recognized casual gaming brands in the world,” says Henk Rogers, Managing Director of The Tetris Company. “This is an achievement that will further solidify the TETRIS brand as a lifestyle - something few video games are able to accomplish after 27 years.”

Caroline Mickler, Ltd. and Plus Licens become the first two international TETRIS® merchandise sub-agents to officially join the Licensing Works!® roster.

“As we expand outside North America, we will partner with sub-agents around the world who demonstrate a keen understanding of the TETRIS brand and how best to translate the TETRIS franchise in their territories,” says Leslie Levine, Head of Licensing Works!®. “Over 95% of the world has people interacting daily with the TETRIS brand and we look forward to satiating the demand for associated TETRIS lifestyle products.”

Caroline Mickler, Ltd, already a powerhouse agent in the UK, is the winner of the prestigious LIMA Awards for Best Celebrity Licensed Property work on The Beatles.

“The enormous reach the TETRIS game has is its appeal to males and females equally, so we are anxious to develop dynamic and exciting products that branch into everyone's lifestyle – beyond electronic games and downloads,” says Caroline Mickler, founder of Caroline Mickler, Ltd. “Our priority is to license TETRIS into apparel such as T-shirts, loungewear, underwear as the main areas then secondary areas will include stationery, toiletries and bedding. We will be putting the pieces in place in the UK and Ireland!”

Plus Licens is the largest licensing company in Eastern Europe and the Nordic countries, a market with more than 438 million consumers - more than half of Europe's population.

“We are proud to bring one of the world's most attractive and iconic names like TETRIS to some of the most promising territories in the world,” says Sofia Neumuller, Brand Manager for Plus

Licens. "To start with, we will be focusing on the apparel and stationery categories. We intend to launch the first apparel products in the Nordic market in late 2012 with more products such as stationery and home furnishings to follow in 2013."

TETRIS® branded products are sold worldwide in more than 50 languages. With hundreds of millions of games sold over the last 27 years, the TETRIS® brand is stronger than ever and continues its year over year growth. Over 132 million paid mobile downloads have made the Tetris game one of the best-selling mobile games in the world.

For more information on all TETRIS® branded products, including: the TETRIS® Link™ board game, the TETRIS® Tumbler dice game and TETRIS® The Card Game as well as TETRIS® wall graphics, mugs and cufflinks, please visit www.tetris.com.

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For more information on becoming a TETRIS® sub-agent or merchandise licensee, please contact Licensing Works!® at 805.983.7102 or email info@licensingworks.us.

About the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 25+-year history, hundreds of millions of players have experienced the Tetris Effect. Tetris has reached over 132 million paid mobile downloads. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit <http://www.Tetris.com>.

Follow us on Twitter at [@Tetris_Official](https://twitter.com/Tetris_Official) or on Facebook at <http://www.facebook.com/Tetris>.

About Licensing Works, LLC (dba Licensing Works!®)

Licensing Works!® is a licensing and promotions company representing creators of original IP. In addition to the Tetris® intellectual property, clients include: Castle from ABC Studios, Hearts For Hearts Girls® from Playmates Toys, Zorro® from Zorro Productions, Inc., Tarzan® from Edgar Rice Burroughs, Inc., Buck Rogers in the 25th Century® from The Dille Family Trust, MEG Toys' In My Pocket™ franchise, Playtime Buddies™ from Visual Picnic, Inc., Moulin Rouge® from Moulin Rouge S.A., and Kewpie® from Jesco Imports, Inc.

For more information about Licensing Works!®, visit: <http://www.LicensingWorks.us>.

About Caroline Mickler, Ltd

Prior to starting her own company, Caroline Mickler was Managing Director of PolyGram Entertainment where she launched Mr. Bean globally. Caroline started her career at Copyright Promotions as Sales Executive in the UK before becoming Joint Managing Director of International where her success stories included launching Mr. Men to a new target audience in Japan and Phantom of the Opera in Japan. More recently, Caroline has developed a licensing program for Moomin in the UK, the merchandise of which can now be seen in a dedicated Moomin shop which opened at Christmas in Covent Garden.

For more information, please visit www.carolinemickler.co.uk.

About Plus Licens

Plus Licens has a licensing know-how of more than 30 years, working with the majority of the world's most successful licensors. From our head office in Stockholm, we co-ordinate a number of offices - Plus Licens Nordic, Plus Licens Poland, Plus Licens Russia, Plus Licens Ukraine, Plus Licens Prague, Plus Licens Budapest, Plus Licens Bucharest and Plus Licens & Design Tokyo. Due to the fact that Plus Licens has been entrusted with the licensing rights to entertainment properties of more major international media companies, in more countries, than any other

licensing company in Europe, we have over the years been able to develop thousands of relationships that today translate into an unrivaled clout in the marketplace.

For more information, please visit www.pluslicens.com.

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