



OCTONAUTS PICK UP US LICENSING AGENTS

New York's Licensing Street will represent the brand

New York, October 7, 2014: Silvergate Media has signed Licensing Street in the US to build a secondary licensing program for its hit pre-school series, Octonauts. The animated show, which follows the undersea adventures of Captain Barnacles and his crew, first launched on the Disney Junior block on Disney Channel in January 2012.

Licensing Street joins Silvergate's existing partners, Fisher Price, Penguin, nCircle and Leapfrog.

JJ Ahearn, Managing Director of Licensing Street said, "We are extremely excited to be working with Silvergate Media on their hit television show Octonauts. We can't wait to help extend the property into new consumer products."

Mary Durkan, CEO of Silvergate Media said, "Licensing Street have great experience in growing children's brands in the US and we are delighted to be working with them to expand Octonauts' licensing program."