



LINCOLN BUTTERFIELD TAPS DIMENSIONAL BRANDING GROUP (DBG) TO LAUNCH LICENSING PROGRAM

Agency to Begin with Merchandising for Company's *N.I.T.: Neighborhood Investigation Team* Animation Concept

Burbank, CA – September 9, 2009 – Strengthening its multi-platform content development strategy, Lincoln Butterfield Animation has just completed an exclusive licensing agent agreement with Dimensional Branding, Group LLC (DBG). Under the terms of the agreement, DBG will start by representing Lincoln Butterfield's [*N.I.T.: Neighborhood Investigation Team*](#) animated TV property for development into consumer products, such as toys, games and apparel. Other projects will be announced.

"*N.I.T.* is a well developed property that definitely fits the demographics for a successful licensing program," said John Leonhardt, President of DGB. "And with the talented team of Lincoln Butterfield behind it, we knew we couldn't pass up the opportunity to help create natural extensions for such a fun 'tween brand."

DBG specializes in multi-dimensional and brand extension programs for iconic games, toys and characters. The licensing agency fuses marketing research, promotional expertise and fresh ideas to create high-impact programs that bring together the right people and brands. DBG's clients include such iconic names as PlayStation, Jenga, Skee-Ball, MoMA Modern Kids and Kindermusik, among many others.

"As we have developed our animated television concepts, we've also evaluated each property to determine how to best launch it into the marketplace," said Joseph Walker, Lincoln Butterfield Co-Founder. "It is gratifying that DBG has recognized the potential strength of *N.I.T.* across an array of product categories, and we look forward to working with them to make that a reality."

Lincoln Butterfield retains all rights to TV, Film, Internet and Motion Comics, and has a first right of refusal on graphic novels, comics and other books based on the properties.

Lincoln Butterfield's growing catalogue of animation properties includes the 'tween properties *RIP M.D.*, *TAN* and *N.I.T.: Neighborhood Investigation Team*, and mature titles *Venture Probe* and *When in Rome*.

N.I.T.: Neighborhood Investigation Team is one of several Lincoln Butterfield titles to be presented at MIPCOM next month.

About Dimensional Branding Group, LLC

The San Francisco Bay Area based Dimensional Branding Group (DBG) focuses on brand licensing and mergers and acquisition services with a unique emphasis on strategic marketing and consumer research. DBG specializes in developing evergreen toys, children and iconic brand trademarks into entertainment placement and new extension markets. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet, among others), Jenga, Skee-Ball, MoMA Modern Kids, Kindermusik, Chronicle Books, Quirk Books, Worst-Case Scenario, *Pride and Prejudice and Zombies*, Big Wheel, and Bob's Space Racers & Masha D'yans. www.dimensionalbranding.com

About Lincoln Butterfield Animation

Lincoln Butterfield Animation specializes in content development across multiple platforms. The versatile, independent studio prides itself on its 90 years of collective animation production experience. Having produced award winning animated TV series for North America, Asia and Europe, the company's core team consists of co-founders Robert Hughes (director, Disney's *Phineas and Ferb*) and entrepreneur Joseph Walker, along with Mitch Schauer (creator, *The Angry Beavers*) and producer Michael Lessa (Nickelodeon/Berlin Animation Film). Lincoln Butterfield draws on its relationships with talented writers, artists, directors and technical experts worldwide to develop multi-platform animation properties that combine sophisticated humor with intelligent characters and storytelling. In addition to delivering high-quality content for the broadest possible audience, the company may be hired to provide innovative concept and design services. For more info, visit: www.lincolnbutterfield.com.

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Contact: Kristien Brada-Thompson, Priority Public Relations
T: (661) 964-0333 E: kristien@prioritypr.net