



Good Friends and Sweet Dreams

Strawberry Shortcake is a sweet little red-headed girl with a kind, helpful and independent personality, which makes her a positive role model that little girls can easily relate to. She lives in the enchanting and engaging fairytale universe of Strawberryland. Strawberry Shortcake was launched in 1980 by American Greetings and has consistently been one of the most appealing properties for young girls. Today there are over 300 franchise licensees worldwide and, across diverse product categories, the Strawberry Shortcake brand has achieved \$1.2 billion in retail sales. In addition, Miss Shortcake has received three gold records for her music sales, which have amounted to more than \$1 million in CD retail sales alone.

“Strawberry Shortcake’s Adventures in the Land of Dreams” is developed for the PS2 platform, while “Strawberry Shortcake, Strawberryland Games,” appears on the NDS platform.



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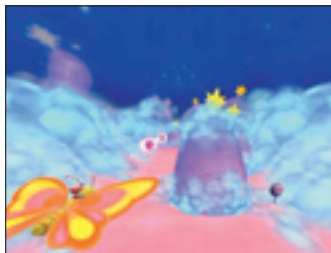
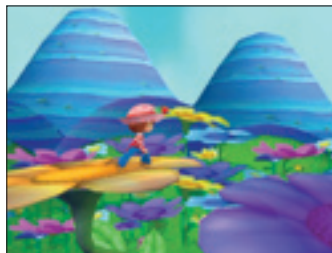
STRAWBERRY SHORTCAKE – DREAMS COME TRUE!

Strawberry Shortcake makes her film debut in a new movie slated for US release in October, 2006 by Twentieth Century Fox.

STRAWBERRY SHORTCAKE'S ADVENTURES IN THE LAND OF DREAMS (PS2)

Based on the movie, slated for release in Autumn, this game allows players to guide Strawberry on her way to Dreamland and inside the Dream Factory in her quest to help her friends dream again.

- A mix of challenging platform-style game play within eight exploration levels and six fun mini-games.
- Players must overcome platforms, holes, jumpers and dangers, including enemies such as the plundering Berry Birds.
- Excellent replay value as players obtain powers and knowledge throughout the game, all of which will help them to play the game – time and time again.
- Replay is encouraged as players obtain powers and knowledge throughout the game.



Pending Approval

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PlayStation 2

Format:	Playstation 2
Genre:	Adventure
ESRB Age Rating:	RP
Players:	1-2
Target:	Girls 3-7
Languages included:	English, Spanish & French
Release:	Q4, 2006

STRAWBERRY SHORTCAKE STRAWBERRYLAND GAMES (NDS)

Players help Strawberry and Friends compete in the annual Strawberryland Games competition, creatively outsmarting the boastful Peppermint Fizz.

- Compete as Strawberry Shortcake and Blueberry Muffin in 3 different Strawberryland events: Berry Boarding down the whip cream slopes of the Sundae Mountains, Balloon Rise through candy cloud skies of Strawberryland and Black Liquorice Leap from one end of Punchbowl Pond to the River.
- Take full advantage of the special Nintendo DS features such as the DS Stylus.
- Several levels of difficulty for each mini-game make the game exciting, appropriate and challenging for children of different ages.
- Play three unique Strawberry game main events with each 12 stages.
- Play Berry Boarding with 2 players using the wireless multiplayer feature.



Pending Approval

NINTENDO DS

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Format:	Nintendo DS
Genre:	Adventure
ESRB Age Rating:	RP
Players:	1-2
Target:	Girls 3-7
Languages included:	English, Spanish & French
Release:	Q4, 2006

