



## **TLC ENTERTAINMENT BRINGS “PADDY PILLOW”® TO LIFE**

**Studio City, CA (October 6, 2003)** - TLC Entertainment (Taweel-Loos and Company Entertainment), the prolific independent family entertainment company, has entered into an exclusive development agreement with Paddy Pillow® creator and founder of Talk, Inc., Aimee Markelz. Tapping TLC’s formidable production expertise, Paddy Pillow®, the hot new character property that’s generating remarkable retail sales and publicity, will be brought to life as the star of a variety of filmed entertainment products.

Designed for children ages 2 and up, Paddy Pillow® is a lovable little character originally devised as a communication tool. The soft and cuddly Paddy Pillow® also boasts his own songs and line of books, each designed to help children (and grown-ups) express their feelings. By going through experiences with Paddy Pillow®, kids and grown-ups explore and express the complex world of emotions that surface in everyday life and can seem so overwhelming for a child. Paddy Pillow® plush dolls and books garnered lots of media attention at Toy Fair 2003 and are currently available in specialty stores throughout the nation. A broad-based nationwide retail rollout is in the works.

Maureen Smith, former President of Fox Family Channel and Fox Kids Network and now a TLC Partner said, “From the moment I first spoke with Aimee Markelz and saw her adorable product, I knew that Paddy Pillow® was something very special. Many entertainment properties are designed to teach kids their ABC’s and 123’s, but Paddy Pillow® helps them tap into something much deeper – and equally important to their overall development – understanding and expressing their emotions in a positive manner.”

Aimee Markelz is not only the creator of Paddy Pillow®, she is also author of the Paddy Pillow® book series and President of Talk, Inc. According to Ms. Markelz, “Children and parents love Paddy Pillow®. In his pillow form, Paddy Pillow® is cute, huggable and loveable and in his colorfully illustrated books, Paddy shares his own experiences and encourages children and parents to discuss how different things make them feel. Our partnership with TLC Entertainment breathes life into Paddy Pillow® and is tantamount to growth for the Paddy Pillow® brand. Their experience in creating quality programs that not only entertain but also enlighten and educate is the match we have been searching for.”

TLC Entertainment Co-Founders and Partners George Taweel and Rob Loos also see tremendous potential for this property in a variety of audio-visual media. Said Taweel, “We look at our partnership with Talk, Inc. as more than just developing and creating Paddy Pillow<sup>®</sup> productions. We are working together to build a powerful and highly entertaining long-term franchise that will be embraced by kids and families all over the world”.

Added Loos, “One of the really cool elements to Paddy Pillow<sup>®</sup> is its simplicity both in Paddy’s appearance and in the way it gets to the core emotions that kids are feeling in the world today – a pretty intimidating place! We’re thrilled to be able to explore unlimited styles and formats as we find the best ways in which Paddy Pillow<sup>®</sup> can be brought to life.”

Founded in 1988 by George Taweel and Rob Loos, TLC Entertainment specialize in creating, writing, producing and directing all forms of high-quality entertainment that empowers, inspires and has a positive influence on contemporary families. Over the past 15 years, TLC has targeted the growing family audience with a focus on live action and animation projects for television and home video including *The All New Captain Kangaroo*, *McGee and Me!*, *The Christmas Lamb*, and *Kids’ 10 Commandments*, to name a few. TLC’s direct-to-video **mini-movies**<sup>®</sup> air in over 80 countries worldwide, have earned over 85 awards for creative excellence, and spawned over 100 licensed products including books, toys and interactive games. Additionally, millions of people have been entertained by the live stage shows TLC has written, directed and produced for premiere theme parks, including Sea World, Busch Gardens, and Knott’s Berry Farm. TLC Entertainment is headquartered at CBS Studio Center in Studio City, California. 818-655-6155. [www.TLCEntertainment.com](http://www.TLCEntertainment.com).

Talk, Inc. is a Chicago-based company dedicated to developing and marketing products that get people talking about their feelings in order to improve relationships through more enhanced communications. President Aimee Markelz has 14 years of consumer marketing and product development expertise in the U.S. and Europe and has been featured in Entrepreneur Magazine. While developing Paddy Pillow<sup>®</sup>, she conducted extensive research on the subject of emotions with hundreds of children, adults and experts. Talk, Inc. 312-819-0611. [www.talkinc.com](http://www.talkinc.com) or [www.paddypillow.com](http://www.paddypillow.com).

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