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King Features Syndicate

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King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is the world's premier distributor of some 160 comics, columns, editorial cartoons, puzzles and games to nearly 5,000 print and online newspapers and other outlets worldwide. One of the largest and most experienced organizations in merchandise licensing and entertainment, King represents classics, including "Popeye," "Betty Boop," "Flash Gordon," "The Phantom," "Mandrake the Magician," and "Blondie," as well as new properties such as Brazilian artist Romero Britto; artist Mary Engelbreit; the graffiti lifestyle brand, Sprayground; apparel brand, Scaredy-Kat & Friends; classic food brands Bazooka and Carvel; and United Football League.



### **Romero Britto**

A modern day pop culture phenomenon, Romero Britto, has created contemporary masterpieces with his vibrant colors, bold patterns and a continuous message of hope. Britto's paintings and sculptures are currently exhibited in more than 100 galleries worldwide. His works are in private collections and public spaces.



### **Sprayground**

Sprayground is a revolutionary lifestyle brand that aims to expand the typical perception of graffiti and street art. Created by New York-based founders Eddie Shabot and David Ben David, Sprayground allows talented street artists to share their work via a fashionable line of bags and knapsacks, posters, headphones and tees.



### **Bazooka**

Introduced in 1947 by The Topps Company, Inc., and famous for its humorous Bazooka Joe and his Gang comic strips found in wrappers, Bazooka is a cherished piece of Americana. While the brand has grown to include an assortment of flavors and products, Bazooka has always maintained its classic appeal.



### **Carvel**

The nation's first retail ice cream franchise, Carvel has more than 500 franchised and food service locations around the world. The company's signature ice cream cakes are sold in over 10,000 supermarkets nationwide. King Features will diversify the Carvel brand's wide mix of products into addition food and apparel categories.



### **Scaredy-Kat & Friends**

Meet a colorful cast of after-school afterlife friends – and enemies. Scaredy-Kat and Co. attend Mockingbird High Skull, the learning institution for animals that are no longer among the living. Yes, they are dead, but they still manage to have fun, pull pranks and star on a cool line of products.