

DBG Selects Bradford License India as Sub Agent for Temple Run

San Francisco, December 9, 2013, Dimensional Branding Group (“DBG”), a San Francisco bay area based brand extension company, announced today the appointment of Bradford License India for the India region as its exclusive licensing agency for the mega game app hit Temple Run.

Temple Run & Temple Run 2 apps are approaching 700,000,000 game downloads and has continued to grow its fan growing fan base around the world. In addition, Temple Run Brave and Temple Run OZ continue to be best selling apps as well.

“We feel the time is right to partner with world class licensing agency like Bradford. It has a unique category and market expertise in India that Temple Run brand franchise will benefit from,” says Larry Seidman, CEO of Dimensional Branding Group.

“Temple Run has reached critical mass where a robust consumer licensing & promotion program can thrive in our region” says, Chitra Johri, Vice President of Bradford License India.

“There is a recent phenomena of people of all ages spending more and more time on screens with app games being a major driving force. With this trend, we feel that the time couldn’t be more perfect to launch the Temple Run consumer product program in this new market. We are thrilled about this great opportunity and excited for what the future holds for this wonderful franchise.” adds, Michelle Minieri, President of Bradford Licensing LLC.

“DBG passionately believes that the next generation of media properties driving consumer products programs for kids & adults are going to come from the digital space, or at least have one leg firmly planted there. Temple Run's multi-mobile strategy will continue to grow its very engaged fan base and brand awareness,” adds John Leonhardt, President of DBG.

About Dimensional Branding Group, LLC

The San Francisco Bay Area based brand extension agency that focuses on brand licensing, business development and promotion services with a unique emphasis on the interactive & digital channels. DBG specializes in developing toys & games, iconic brands & digital trademarks into entertainment placement and new extension markets. Its clients include Temple Run, PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet, among others), Jenga, Skee-Ball, Chronicle Books, Miniclip, Urban Dictionary and its company owned titles, Worst-Case Scenario, Bob’s Space Racers among others.

www.dimensionalbranding.com

ABOUT BRADFORD LICENSE INDIA BLI is India's first complete licensing solution provider formed with the objective to increase awareness and support the growth of licensing in the country. Being a part of both Bradford Licensing LLC and Franchise India Group, it brings the expertise of over 25 years in the licensing industry and over 12 years within India in marketing, events, brand development, opportunity identification, and business matching and consulting. Bradford License India services include License Program Advisory Services, Licensee Prospecting, Licensee Management, Media Services and Integrated Supporting Services. Some of the properties represented by BLI: PepsiCo, University of Oxford, Sony Pictures, Paramount Pictures, Donald J. Trump, NBA, Liverpool, Polaroid, Pampered Girls, Guinness World Records and others.

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