

## **DBG Taps Empire and Wild Pumpkin as Sub Agents for Temple Run**

**San Francisco, April 16, 2013-** Dimensional Branding Group (“DBG”), a San Francisco bay area based brand extension company, announced today the appointment of Empire Multimedia Corporation for the Pan China region and Wild Pumpkin for Australia & New Zealand, as its exclusive licensing agencies for the mega game app hit Temple Run.

Temple Run is approaching 400,000,000 game downloads and has the fastest growing fan base app game in the world. Temple Run 2 recently set a record of over 50,000,000 downloads in 13 days and when combined with its other hit app, Temple Run Oz, the brands licensing momentum continues.

“We feel the time is right to partner with world class licensing agencies like Empire in the Pan China region and Wild Pumpkin in Australia that both have a unique category and market expertise that Temple Run 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 Hubert S. Co, President of Empire Multimedia Corporation.

“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 our markets. We are thrilled about this great opportunity and excited for what the future holds for this wonderful franchise.” adds, Lim Mi-Kyoung, Managing Director of Wild Pumpkin.

“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, Horn, PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet, among others), Jenga, Skee-Ball, Chronicle Books, Miniclip and its company owned titles, Worst-Case Scenario, Bob's Space Racers among others. [www.dimensionalbranding.com](http://www.dimensionalbranding.com)

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