



Hello Kitty and Blue's Clues Join in Marketing Partnership

Japan's famous cat, Hello Kitty, and Nickelodeon's popular dog, Blue, will appear together on a line of licensed products.

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Coming soon, toys, clothes and stationery will be adorned with the images of Hello Kitty, the popular Japanese cartoon cat, and Blue, the clue-finding dog from the Nickelodeon animated series, "Blue's Clues." Sanrio Co., of Japan and Nickelodeon & Viacom Consumer Products (NVCP) have signed a licensing deal that grants Sanrio the master license for the blue canine star of "Blue's Clues."

This is the first time NVCP has licensed one of its popular icons to appear with one from another company, said Leigh Anne Brodsky NVCP president. She likened the collaboration to an East meets West, cat meets dog situation.

Products featuring Hello Kitty and Blue will arrive in stores in Spring 2007.