



BOO mini plush from GUND



Hi! My name is

BOO

THE WORLD'S CUTEST DOG™

An Internet Sensation!

BOO is a worldwide internet sensation with over 9 million Facebook "Likes" (and growing!)



<http://www.facebook.com/Boo>

BOO now also has a fast-growing following on Instagram



@BuddyBooWaggyTails

A Publishing Sensation!

BOO publications from Chronicle Books include "BOO, The Life of the World's Cutest Dog," "BOO, Little Dog in the Big City," "BOO ABC," and "BOO. Paper Doll Set"

A Licensing Sensation!

Boo licensing has gone global! Programs are now underway in the United States, Canada, United Kingdom, France, Italy, Turkey, Japan, Australia, and Brazil with more Boo-loving territories to come!

KNOCKOUT
LICENSING

For more information about BOO licensing, please contact:

Tamra Knepper or Carole Postal
info@knockoutlicensing.com
(212) 947-5958

BOO A Retail Superstar!

THE WORLD'S CUTEST DOG™



BOO fans can find a wide range of licensed products at stores including Bed Bath & Beyond, Macy*s, Justice, Topshop, Kitson, Saks Direct, Delia's, Kohl's, Nordstrom, Neiman Marcus, BonTon, VonMaur, Peebles/Stage Stores, Barnes & Noble, Party City, Kmart, FAO Schwarz, The Children's Place, Target, Hallmark, Walmart and more!



Boo's fame and popularity extend well beyond Social Media. Boo has been featured on Good Morning America (twice), CNN, QVC, in popular mobile apps, and as the official spokespet for Virgin Atlantic Airlines and Beats by Dre.



BOO licensees have access to a wide range of assets, including photography and line art illustrations, with special seasonal and holiday images.

