

THE LICENSING GROUP LTD

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PRESS RELEASE

DRIVER DIGITAL PICKS THE LICENSING GROUP LTD FOR COOL SCHOOL

Los Angeles, CA September, 2016: Driver Digital, the family entertainment network and studio, has tapped The Licensing Group to represent its highly acclaimed COOL SCHOOL YouTube channel. The COOL SCHOOL YouTube channel has built a huge community (500,000 viewers) where together families can interact with quality entertainment that is both fun and educational.

Under the COOL SCHOOL umbrella is the live action show *Story Time with Miss Booksy*, a fun, and sometimes kooky teacher who brings children's stories to life, and *Crafty Carol*, a master crafter demonstrating arts and craft projects in an entertaining, comical fashion. The two Cool School animated programs are *The Adventures of Drew Pendous and His Mighty Pen Ultimate* and *Nikki's Wiki*. Superhero Drew Pendous is a quick thinking, witty kid who uses the superhero powers of his Mighty Pen Ultimate to draw an unlimited array of cool gadgets that help him save the day. Nikki, of Nikki's Wiki, is a fun-loving little girl who personifies the enthusiastic "know it all." Nikki knows—and shares in a humorous way-- everything that every little kid wants to know something about.

COOL SCHOOL ranks among the largest kids' properties on the YouTube platform when it comes to comments, shares, and overall interaction between the channel and fans. With more than a half billion views and 500,000 subscribers, COOL SCHOOL has attracted children from around the world. Its success has led to brand integrations with brands such as Hasbro and Fox Pictures.

Driver Digital has been nominated in the 5th Annual Cynopsis Kids !magination Awards as Best Online Studio for its YouTube channel COOL SCHOOL and its newest animated series, *The Stupendous Drew Pendous and His Mighty Pen Ultimate!*

About Driver Digital: Driver Digital is a premiere Youth & Family Entertainment Studio and Network providing outstanding media content across the digital landscape. By creating, producing and distributing quality kids and tween entertainment on YouTube, Driver Digital has become one of the leading "digital first" studios in the demographic. Driver Digital's sister company, Driver Media, is an industry leading production company working for major ad agencies and brands including Coca-Cola, Pepsi, AT&T Microsoft and General Motors.

About The Licensing Group Ltd: Headed by licensing veteran Danny Simon, The Licensing Group is a full service, international licensing and merchandising agency specializing in the licensing representation of entertainment, lifestyle and corporate properties.

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