

## *Introducing Your* Foil Balloon Resource Center [www.AnagramBalloon.com](http://www.AnagramBalloon.com)

We are excited to announce the Grand Opening of [www.AnagramBalloon.com](http://www.AnagramBalloon.com) where Retailers can find quick, easy & smart solutions to increase balloon sales and decrease cost.



- Learn how balloons manufactured with Anagram's XtraLife™ Technology saves Retailers time & money - see ***What's New***
- Visit the ***Retail Solutions Center*** for balloon merchandising tips and techniques
- Find the right balloons for every program by using the detailed ***Advanced Search*** function
- Page through our interactive ***Catalogs*** featuring product videos and trend updates

And while you're there, don't forget to sign-up to stay informed by clicking through to ***Contact Us***. Be one of the first 1,000 people to register for updates and you will get a FREE sample of our new Musical Say & Play™ Balloon.

*Visit Often – Content Continuously Updated.*

***Anagram's Everyday 2009 Catalog Is Available Now! If you haven't received your copy please call 800-554-4711 or email [info@anagramintl.com](mailto:info@anagramintl.com). You can also view the interactive catalog at [www.AnagramBalloon.com](http://www.AnagramBalloon.com)***



## You'll Flip for our 2009 Fall/Winter Collection!



As the worldwide leader in foil balloon manufacturing, we are also leading the way with how to view all of our seasonal balloons. This year, our Fall/Winter collection is featured in an interactive page-flipping catalog.

Check it out at [www.AnagramBalloon.com](http://www.AnagramBalloon.com) (click on Catalogs tab). Or, if you would like to flip through your own copy of our interactive Fall/Winter catalog, contact us at [info@anagramintl.com](mailto:info@anagramintl.com) and we will send you a disc. Not only will you see the most up-to-date balloons, you can watch the season come to life through videos that highlight the seasonal trends and showcase our new product innovations.



Once again, Anagram has put together an exciting seasonal collection that offers everything you need to end the year with higher balloon sales and higher profits.



With today's economic important it is for Retailers program that that can generate increased profits, reduce costs and increase labor efficiencies. We have the solution – Anagram's *XtraLife™ Technology*.

challenges, we realize how to offer a seasonal balloon

Balloons manufactured with XtraLife™ Technology stay inflated 3-5 times longer than other standard foil balloons. Now you can reduce helium consumption and eliminate labor time needed to frequently rework balloon displays – look for the XtraLife™ logo on the tail of our balloons.



## Consumer Inflated Products

*New air-filled products consumers inflate at home!  
Decorating for a child's party, embellishing a gift or creating  
unique party favors has never been so EASY!*



### Star Balloon Centerpieces

Features shimmering cascades & 11 popular  
Licensed characters.  
Easy do-it-yourself decorating!



### Bottle Toppers™

Express a special message & add a delightful  
decoration to any bottle. Everyday &  
Holiday designs available.



### EZ Fill™ Balloons

Consumers attach the straw handle  
& blow to inflate the balloon. A great party  
favor kids will have fun making!  
Available in everyday & holiday designs.



*These products are available  
pre-assembled on a quick-strip for flexible & easy  
merchandising. 1 design per strip – 6 packages per strip.  
Ask your Anagram Sales Representative for more details.*



# Licensing News



## Disney's Digital 3-D Double Feature!

If you haven't already heard, Toy Story and Toy Story 2 will be re-released in a special limited engagement double feature on October 2, 2009! This fantastic double feature will let moviegoers see two of their all-time favorite films with the latest in 3-D technology.

This re-release is a primer for the much anticipated Toy Story 3 movie which will hit screens on June 18, 2010! The limited 2 week engagement, new toys for the holidays and hype around Toy Story 3 will generate the first wave of Toy Story Mania and the buzz (get it – *Buzz*) will continue throughout all of 2010!

Anagram will introduce new Toy Story balloons including EZ Fill™, Centerpieces and more. Stay tuned – images and line list coming soon!

Get Ready - Toy Story Mania Begins October 2009  
and will last ***To Infinity and Beyond!***



## Disney's Princess & The Frog In Theaters December 11, 2009

From the classic tale emerges a new Princess, Tiana, in Disney's new animated comedy with a modern twist about a frog-Prince who only needs a kiss to be human again. This movie will take you on a hilarious adventure through the mystical bayous of Louisiana. Movie features Terrence Howard, John Goodman, Anika Noni Rose and Oprah Winfrey as some of voice-over talents for this movie. See the trailer at <http://disney.go.com/disneypictures/princessandthefrog/>

Don't miss out on this opportunity to display Anagram's Disney Princess balloons in your stores in December and beyond.



# Licensing News



## PEANUTS TURNS 60!

This fall marks the kick-off of the 60th Anniversary of PEANUTS. Retailers, licensees and promotional partners from across the globe will support the celebration throughout the remainder of 2009 and 2010.

Who knew that a strip that launched in 1950 in just seven US newspapers would impact the world for decades to come? 60 years from its inception, PEANUTS now appears in over 2,200 newspapers, on itunes, through wireless and online channels, in 75 countries and in 25 languages around the world. PEANUTS animated television specials have become a global seasonal tradition and hundreds of consumer products are available in virtually all retail channels.



Celebrate this iconic evergreen's momentous year with your consumers. Be sure to float PEANUTS balloons in your stores this fall and throughout 2010.



## Big Screen – Big Sales!

Are you ready for the this year's hottest movies?  
It's not too late to be part of the action.



G-Force 7/24/09



TF2: 6/26/09



GI Joe: 8/7/09

Don't miss the opportunity to float impulse-sales-generating licensed balloons for the most anticipated movies of 2009!



