



# Press Release

**For Immediate Release**

*On Sale June 2008*



MMC are pleased to launch



## Kung Fu Panda

ON SALE	25/06/2008
PRICE	£0.35 and £0.99
FREQUENCY	One Shot
DISTRIBUTOR	MMC
DISPLAY WITH	Stickers such as Match Attax, Bratz and High School Musical

### 'Prepare for awesomeness'

MAGIC BOX are please to announce the launch of KUNG FU PANDA STICKERS AND ALBUMS. Distributed by MAGAZINE MARKETING COMPANY (MMC), KUNG FU PANDA STICKERS AND ALBUMS collection is the only collection available along side the July 2008 cinema release of the DREAMWORKS film.

Po (Jack Black) is a panda who is a Kung Fu fanatic, but whose defining characteristic appears to be that he is the laziest animal in ancient China. Evil warrior Tai Lung has escaped from prison and all hopes have been pinned on a prophecy naming Po as the "Chosen One" to save the day. He has a group of martial arts masters to help him.

Big name stars are bound to create a huge amount of media attention; A-list stars include:

- Jack Black
- Jackie Chan
- Dustin Hoffman
- Angelina Jolie
- Lucy Liu

The collectables market is incredibly strong, KUNG FU PANDA STICKERS AND ALBUMS are aimed at children aged between 5 to 14 years old. The stickers are priced at only 35p per packet and the albums are only 99p each.

With A-list stars and DREAMWORKS STUDIOS behind the film, KUNG FU PANDA is sure to be a box office hit of 2008, making this collection highly sought after. TV advertising the surrounding publicity of the KUNG FU PANDA film will support the product launch making this collection a must have for Summer 2008.

KUNG FU PANDA STICKERS AND ALBUMS go on sale 26th June 2008 and will be in store before the film is released in the UK on 4th July 2008. Albums and stickers will also be given away on the Dreamworks comic.

If you wish to stock this product then please contact MMC.

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