

Royalty Pros and BeShure LLC Bring Basic Fun and Good Stuff Together

New York, NY (October 6, 2008) —

Royalty Pros Licensing and BeShure LLC joined forces to effect the merger of Basic Fun, Inc. and Good Stuff, LLC. Royalty Pros, representing Basic Fun, and BeShure, representing Good Stuff recognized that their clients were a match made in toy heaven. According to Dan Shure, President of BeShure, “Basic Fun’s leadership position in licensed novelties, combined with Good Stuff’s leadership in licensed product for the amusement and arcade business create significant business building and market expanding opportunities for both companies.” Howard Fleischer, President of Royalty Pros adds “Basic Fun’s history of innovation combined with Good Stuff’s merchandising skills create a company that will develop terrific product that will be broadly distributed.”

About Royalty Pros Licensing

Howard Fleischer, President of Royalty Pros, is an accomplished licensing agent, entrepreneur and product designer. Over the last 20 years Royalty Pros has participated in negotiating licensing deals with companies including Fisher-Price, Haba, Hasbro, Kellogg’s, Mattel, Microsoft, Ravensburger, Roy Rogers Family Entertainment, Sega, Spin Master, Thinkfun, Vivid Imagination and Wild Planet, among others. In addition, Royalty Pros brokered the 2007 sale of Great American Puzzle to Fundex.

About BeShure LLC

BeShure’s principal, Dan Shure, brings twenty years of leading gift and toy companies to his clients internationally. BeShure’s clients are creating innovative and proprietary products, expanding their businesses internationally, and buying and selling brands and businesses.

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