



IMMEDIATE RELEASE
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Contact: Sarah Takenaga 212 705 9422

BBC WORLDWIDE AND SHALAM IMPORTS RELEASE A NEW LINE OF PLANET EARTH BAGS

BBC Worldwide today announced that it has entered into a licensing agreement with Shalam Imports to create a new line of *Planet Earth* bags that includes several collections. The line – which signifies a new product category for the brand – includes boys, girls and adult luggage and tote bags, backpacks, handbags, duffel bags, rolling luggage, and soft-sided lunch bags. **Shalam Imports** will be debuting the line at **The 2010 Travel Goods Show** in Las Vegas (March 2-4, 2010, Booth #353). The North-American deal was brokered on behalf of Planet Earth by its licensing agent, the Joester Loria Group.

The bags are made using natural and eco-friendly fibers including sustainable cotton, jute, bamboo, hemp and recycled blended PET polyester. The luggage, matching bags and backpacks also use nontoxic chemical free polyester and nylon that follows the ROHS directive of restriction of hazardous substances and recycled blended PET polyester.

A true global leader in the production of natural history programming, BBC Worldwide has now brought all of its natural history content together under one brand, **BBC Earth**, which will enable the company to maximize the enormous equity of its unmatched archives and compelling future commissions under a unique licensing and merchandising platform.

In response to the tremendous excitement surrounding the epic award-winning *Planet Earth* production, BBC Worldwide developed a robust licensing and merchandising program to complement the program and enable viewers to extend their experience with *Planet Earth*, which will now become another sub-brand under the **BBC Earth** banner. Designed to inform, entertain and educate, *Planet Earth* products echo the awe-inspiring visual beauty of the series, creating a greater sense of awareness about our planet.

About BBC Worldwide

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence payer and invest in public service programming in return for rights. The company has seven core businesses: BBC Worldwide Channels, BBC Worldwide Content & Production, BBC Worldwide Digital Media, BBC Worldwide Global Brands, BBC Worldwide Sales & Distribution, BBC Magazines and BBC Home Entertainment.

About BBC Earth

BBC Earth is the global brand for all the BBC's natural history content spanning the last 50 years. The BBC is the largest producer of natural history programming in the world and the brand highlights the vast scale of incredible content which is produced in this genre. Visible across all platforms; TV, digital and merchandising as well as expanding across TV stings, DVDs and digital products throughout 2009,

BBC Earth encourages engagement with current as well as classic programs such as Planet Earth and The Blue Planet in addition to future commissions. BBC Earth branding is only visible outside the UK and is from BBC Worldwide the main commercial arm and a wholly-owned subsidiary of the British Broadcasting Corporation (BBC).

About Shalam Imports

Shalam Imports, Inc is a private company that specializes in luggage and bags located in New York, NY. They were established in 1955 and incorporated in New York.

About The Joester Loria Group

Joester Loria Group, www.joesterloriagroup.com , is a full-service licensing and marketing agency providing its clients with a full array of services, including: strategic planning, competitive analysis, and implementation of licensing strategy, management of publicity and advertising and marketing for licensing programs. The Joester Loria Group represents Chrysler Group LLC for Jeep(r) and Chrysler; Pepsi-Cola North America for Pepsi, Mountain Dew, Aquafina and AMP; Baked Goods Leader, Entenmann's Products; BBC series Planet Earth and Life; Discovery Communications including Animal Planet, Discovery Channel, Planet Green and selected series; Mike Rowe's brand for the working man, mikeroweWORKS; and award winning pre-school property Baby Genius.