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FOR IMMEDIATE RELEASE

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**GALISON PUBLISHING ANNOUNCES LICENSING PARTNERSHIP WITH THE BEATLES
/UNIVERSAL MUSIC ENTERPRISES (UME)**

New York, NY, February 7, 2014: Galison Publishing, LLC is pleased to announce an a partnership with The Beatles via Universal Music Enterprises (Ume)/Bravado in North America. The collaboration will feature a line of Beatles stationery and journals, as well as puzzles, magnetic sets and stickers for children under Galison's Mudpuppy brand.

The Galison/Mudpuppy product line is strategically planned to celebrate the 50th anniversary of The Beatles. On February 7, 1964, The Beatles arrived at New York's Idlewild Airport, now known as JFK, greeted by scores of screaming fans who rushed the gate to catch a glimpse of John Lennon, Paul McCartney, George Harrison and Ringo Starr as they took their first steps on American soil. Two nights later, on Sunday, February 9, 74 million viewers in the U.S. and millions more in Canada tuned in to CBS to watch The Beatles make their American television debut on "The Ed Sullivan Show." In this cultural watershed moment in American history and one of the world's top-viewed television events of all time, The Beatles performed five songs on the live broadcast. "Beatlemania," already in full, feverish bloom in The Beatles' native U.K., was unleashed with blissful fervor across America and around the world. The British Invasion had begun.

To tie in with the actual February 7th 50-year anniversary, Galison has created a limited edition Beatles classic black journal and commemorative canvas tote bag. Because quantities are extremely limited, Galison.com is hosting a contest where winning entrants chosen at random will be given access to the site to purchase these items (www.galison.com). The only other place to buy these items is at the Mirage in Las Vegas where the Beatles LOVE show is running.

This summer Galison will release a full collection of Beatles gift and stationery products including a specialty journal, mini-journal set, sticky notes, pencil set and tote bag. Mudpuppy, Galison's award-winning publishing imprint for children, will also release a Beatles collection of products. Due in January 2015, Mudpuppy products will feature

the colorful illustrations from the classic *Yellow Submarine*. New generations to come will experience Beatlemania fun with a 300-piece puzzle, magnetic character set, stickers, and more.

“The Beatles are a cultural phenomenon. Galison is thrilled to be working with Universal Music/Bravado on this incredible project and to be part of the 50th anniversary celebration. We will release products that feature iconic images of the band, their American debut, as well as illustrations from *Yellow Submarine*” says Bill Miller, President of Galison Publishing.

Joe Marziotto, Vice President-Brand Marketing, Bravado / Universal Music Group, added “We are delighted to work with Galison Publishing Group to present a long-awaited stationery and journal product line for the Beatles.”

For Further Information

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About Galison

Galison Publishing LCC is a New York–based publishing company which focuses on gift, stationery and toy products. It includes Galison, Mudpuppy, Galison Holiday, and Galison Private Label.

About the McEvoy Group

The McEvoy Group is a San Francisco–based media company whose other holdings include Chronicle Books, Princeton Architectural Press, Spin Media, McEvoy Media, and becker&mayer!.

About Bravado

Bravado, the only global, 360-degree full service merchandise company, develops and markets high-quality licensed merchandise to a world-wide audience. The company works closely with new and established entertainment clients, creating innovative products carefully tailored to each artist or brand. Product is sold on live tours, via selected retail outlets and through Web-based stores. Bravado also licenses rights to an extensive network of third-party licensees around the world. The company maintains offices in London, Los Angeles, New York, Berlin, Paris, Tokyo and Sydney. Under the Universal Music Group umbrella, Bravado is able to leverage a global sales and distribution network from the world’s largest record company, as well as the group’s significant marketing strength.