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The Cats of Baseball Original Character Collection Presents Licensing Opportunities

Baseball-Playing Cat Characters Available After Ten Years On Hold

Darien GA, August 8, 2009: After more than 10 years, “The Cats of Baseball,” an original character collection by veteran giftware product developers Chuck and Victoria Oldham, is now available for licensing to toy, gift, game, sports and apparel manufacturers.

In 1998, “The Cats of Baseball,” featuring five, original “super-cat” baseball players, was unveiled at the International Licensing Show at the Jacob Javits Center in New York City. At that time, exhibiting under the name “Oldham & Company, Ltd,” “The Cats” were presented as a series of illustrated cartoons and three dimensional figurines on a baseball diamond, with background music playing "Let's Go Out To The Ball Game." The characters were accompanied by a set of traditionally-styled baseball trading cards listing each cat's impressive batting or fielding statistics. The collection captured the interest of many of the show's attendees and shortly after, an exclusive agreement was signed with a Seattle manufacturer. Unfortunately, the licensee proved incapable of producing the line satisfactorily, and the agreement was cancelled. The "Cats" would not be offered again until August 2009.

Chuck and Victoria Oldham have over 20 years product development experience, with the focus on fine giftware and collectible products. They designed original, best-selling figurines at the peak of US manufacturing in the mid-1980s, for producers such as Franklin Mint, Lenox Collections, Danbury Mint, Bradford Exchange, United Design and Hamilton Collection. Products by the Oldhams included the lead design for a series of art deco sculptures produced by the Franklin Mint, "Moonlight & Platinum," a piece that generated over 40 million in gross sales. Earlier still, in the late 1970s to early 1980s, Chuck Oldham designed large-scale porcelains for Cybis that were used by two US Presidents as gifts to European Heads of State.

Victoria Oldham comments, "Of all the gift and collectible products we've designed over the years, I believe The Cats of Baseball have the best syndication potential, because they're not just designs—they're interactive characters with ongoing stories. They really are the 'Boys of Summer' in the guise of cats."

For more information about The Cats of Baseball, contact Victoria Oldham at 912-275-5921 or visit <http://www.catsofbaseball.com>. Portions of the series can also be viewed at <http://www.printfection.com/catsofbaseball>.

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