

Scales and Tales

Bill McElroy



Boy, have I got a lot of LICENSING OPPORTUNITIES for you!!



Scales and Tales is a fun, whimsical and completely unique cartoon series that revolves around the underwater lives and escapades of Lucky, Rosie, Topo, Lenny, Spinecrusher, Clay, Uncle Albert and their other lake friends. Created and copyrighted in 1987 by Bill McElroy, of Waterford, MI. the series has appeared in ESPN's BASS Magazine, BassFan.com, Wired2Fish.com as well as on leading outdoor websites where it has entertained fishing enthusiasts with its fun, light-hearted, and masterfully woven layers of humor.

In 2008 Vision Multimedia Solutions acquired all development rights to the series. In 2009 Vision founded Scales and Tales Partners LLC and acquired all the trademarks and copyright to the series, characters, logos, images, name, etc.

Scales & Tales Partners LLC is a privately held company.

With its cache of creative characters, it is set to become the success that it has always been destined to be. Under the leadership of a seasoned executive team and with many relationships and assets already in place, Scales and Tales is set to make a splash!



An estimated **59 million** Americans go fishing each year, making sport fishing a **\$108 billion** industry.

Although the majority involved in sport fishing are male (41 million), **17 million female anglers** also are actively involved - and their numbers are growing, more people go fishing than play golf and tennis combined



The Fishing Market

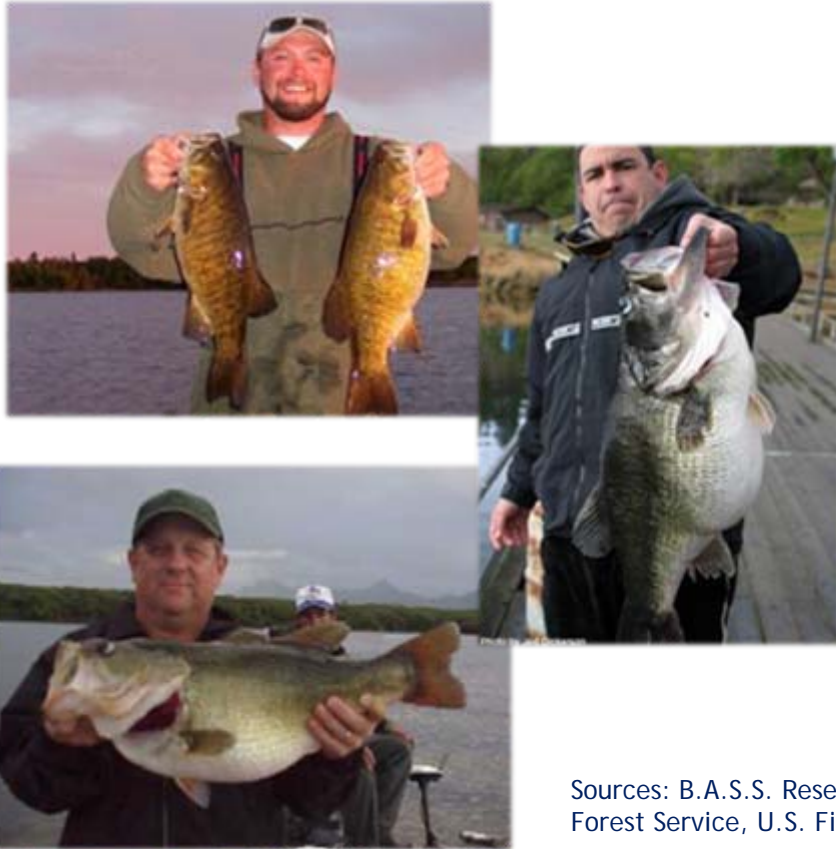


- **1 in 4** Americans go fishing each year
- **1 out of 6** U.S. residents age 16 and older fish
- **59 million** people will go fishing this year
- No. 2 participatory sport
- More people fish than play golf and tennis
- Anglers 16 and older took **420 million** fresh-water fishing trips in 2008 totaling **515 million days**
- Including saltwater anglers, **507 million** fishing trips were taken totaling **626 million** days in 2008



The Bass Fishing Market

- 30 million adult freshwater anglers
- Freshwater anglers represent 15% of the total adult population
- Bass are the species of choice among anglers



Sources: B.A.S.S. Research, ASA, USDA
Forest Service, U.S. Fish & Wildlife Service, MRI, ABS



Demographics for fishing
are diverse and influential,
yet easy to reach
through **targeted media**.

Statistics show that the
consumer base for fishing
is solid and that these customers are
incredibly brand loyal.



Scales and Tales Partners, LLC is currently entertaining interest and inquiries from licensees, distributors, partners, and investors for all types of merchandisable gift products and business opportunities that share the same philosophy of the company.



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Scales and Tales



www.
Scales
and
Tales
.net

The Scales and Tales website offers many advertising opportunities for a company wishing to reach an avid group of anglers and their families.



FULL BANNER
468 X 60

A horizontal banner with a light blue background. On the left and right sides are cartoon fish. In the center, the text "FULL BANNER" and "468 X 60" is displayed in green.

VERTICAL
BANNER
120
X
240

A red and white striped candy cane with a blue and white swirl at the top.

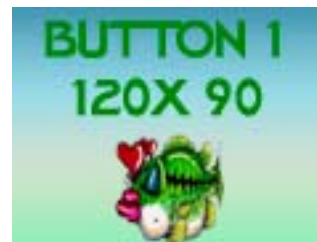
A vertical banner with a light blue background. The text "VERTICAL BANNER" and "120 X 240" is displayed in green. At the bottom is a cartoon illustration of a candy cane.




SPOT
BANNER
120 X 90

A square banner with a light blue background. In the center is a cartoon fish. The text "SPOT BANNER" and "120 X 90" is displayed in green.

BUTTON 2
120 X 60

A rectangular banner with a light blue background. On the left is a cartoon fish. The text "BUTTON 2" and "120 X 60" is displayed in green.

BUTTON 1
120 X 90

A cartoon illustration of a green and yellow striped fish with a smiling face, wearing a white hat.

A rectangular banner with a light blue background. At the bottom is a cartoon fish. The text "BUTTON 1" and "120 X 90" is displayed in green.



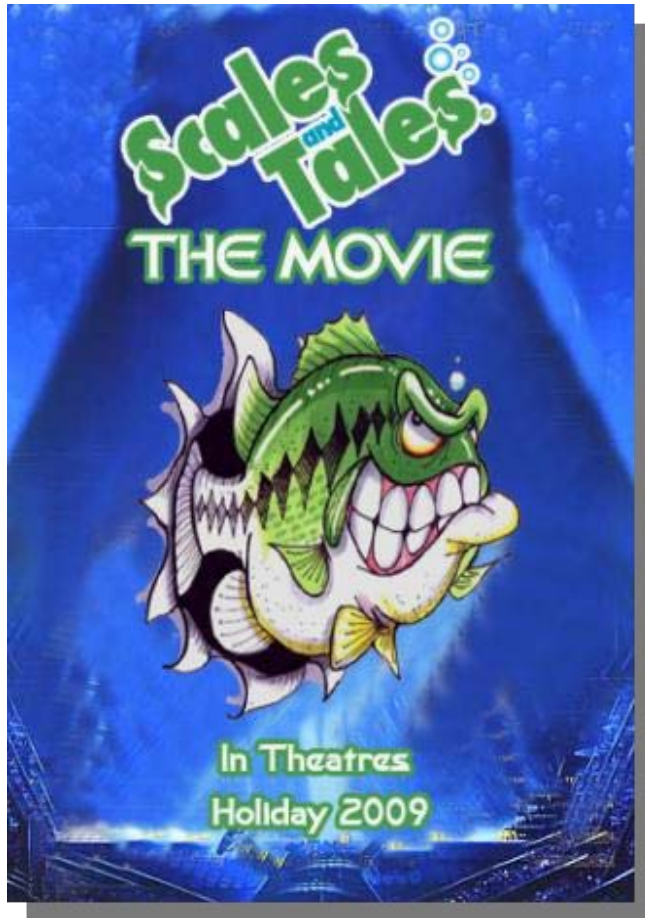
SQUARE
BUTTON
125 X 125

A cartoon illustration of a brown fish with its mouth open, showing its teeth.

A square banner with a light blue background. At the bottom is a cartoon illustration of a fish's mouth. The text "SQUARE BUTTON" and "125 X 125" is displayed in green.

Scales and Tales

TV/MOVIE/MOBILE



Television - cartoon:

The Scales and Tales characters, story, and concept can become a television sit-com or cartoon for adults and kids of all ages - includes interstitial animation series.

Movie:

The Scales and Tales characters, story, and concept will make an entertaining animated movie for adults and kids of all ages.

Mobile:

The Scales and Tales characters and story, can leverage mobile media to extend consumers ability to enjoy their sport anytime, anywhere by providing first-in-industry mobile services, tools and resources that enable fishermen to enhance their enjoyment of fishing and their outdoor lifestyle.

Wallpapers and Ringtones

Cartoon Series Subscriptions (images and animation)

Personal Mobile Weather Forecasts

'GO! Pro' Mobile Video Clips & Tips

Social Networking

Mobile Games

E-commerce 'Tackle Shop'

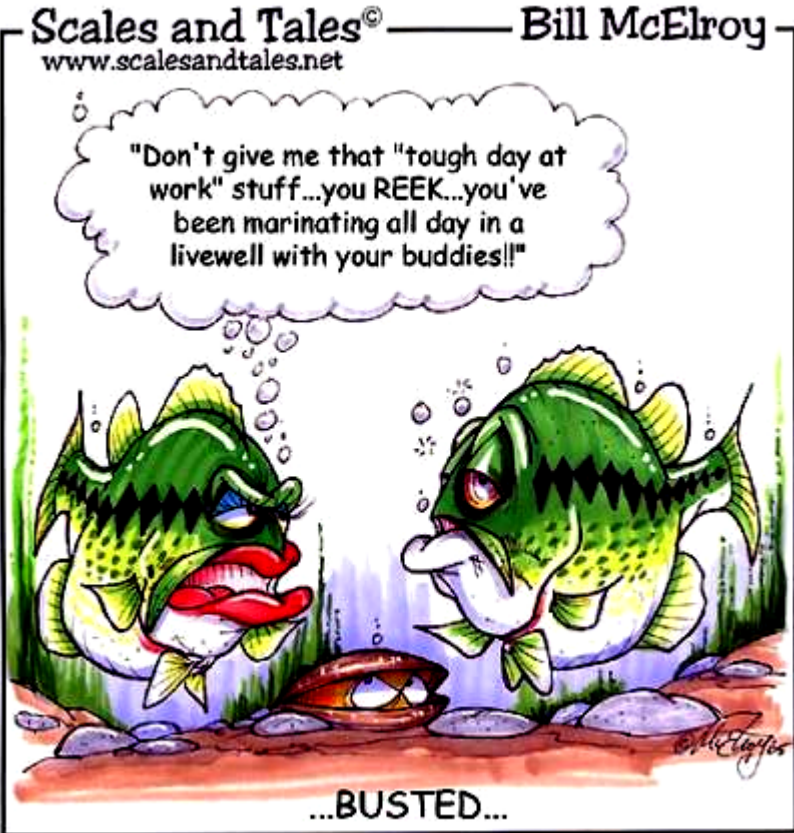
S&T Branded Tournament Updates

Fish Facts

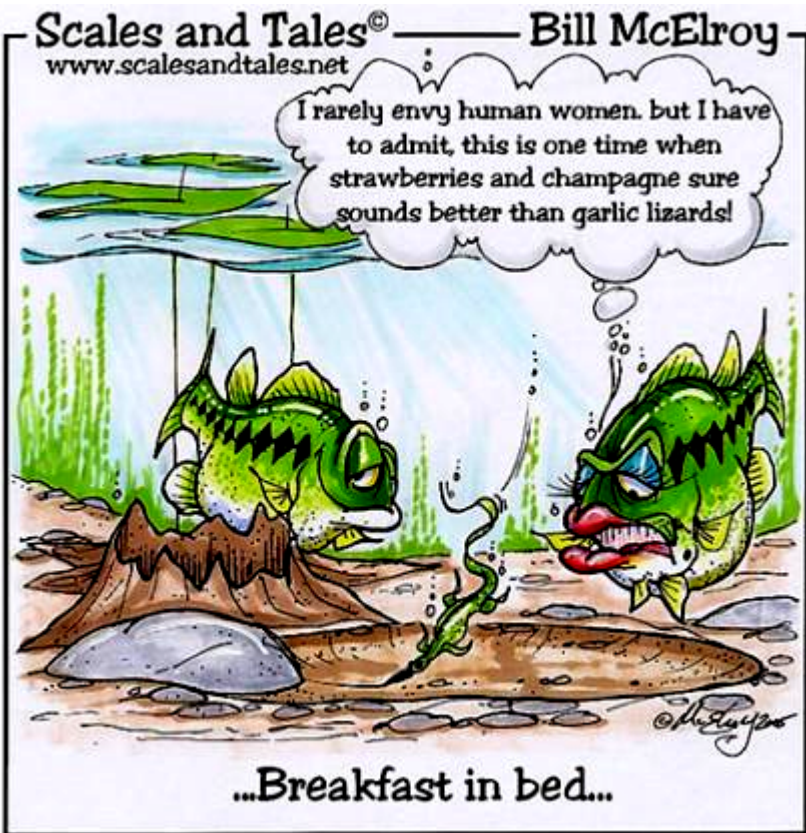




The Scales and Tales characters, displayed in its cartoon format can be a great addition to magazines, articles, product and brand promotions and websites.



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- Fishing
- Apparel
- Pool Toys
- Outdoor Barbeque
- School Supplies
- Party Supplies
- Toys and Games
- Coloring Books, Comics and Magazines
- Bedding and Bedroom
- Calendars
- Novelties
- Mascot Costumes
- Office Supplies
- Greeting Cards



We have an enormous category of available EXCLUSIVE and NON-EXCLUSIVE licenses in which to insure you a successful return on your investment.

When choosing your category, let your imagination take you to the waters edge!

Scales and Tales



Scales and Tales characters and Brand Name Identity are in their element when it comes to fishing:

- Kids rod and reels*
- Tackle Box*
- Towels*
- Lures*
- Umbrellas*





The Characters and the Brand Name Identity of Scales and Tales can be marketed into different line of clothing, apparel and accessories:

- T-shirts
- Hats/Caps
- Polo shirts
- Bags/Purses
- Ties
- Fishing towels



The Scales and Tales characters and Brand Name Identity are just the stuff for lots of fun in the water. Here are few examples:

- Floats*
- Beach Ball*
- Sunglasses*
- Remote Control Boats*
- Life Vest*



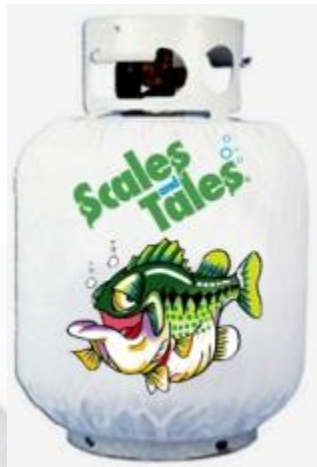
Scales and Tales



Backyard Barbeque

The Scales and Tales characters and Brand Name Identity are great for backyard barbeques. Here are few examples:

- Aprons
- Grill Cover
- Ice Cooler
- Propane Tank Decals

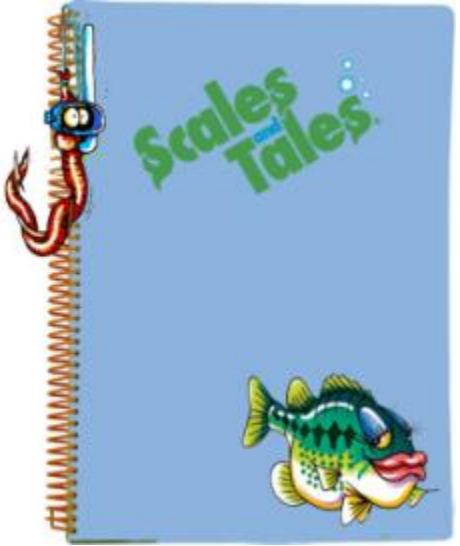




SCHOOL SUPPLIES

Back to school will never be the same with branded Scales and Tales characters:

- Backpack*
- Notebook*
- Pencil case*
- Lunch box*



The Scales and Tales characters and Brand Name Identity are great party favors and accessories to use for office parties. Here are a few examples:

Balloons

Paper Plates

Paper Napkins

Paper Cups

Other Party Decorations



Scales and Tales

CHILDREN TOYS/GAMES/COLLECTABLES

Toys:

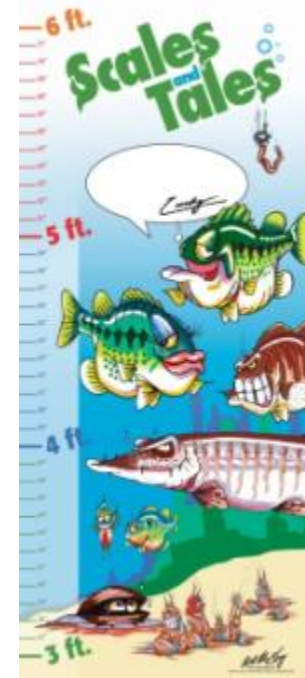
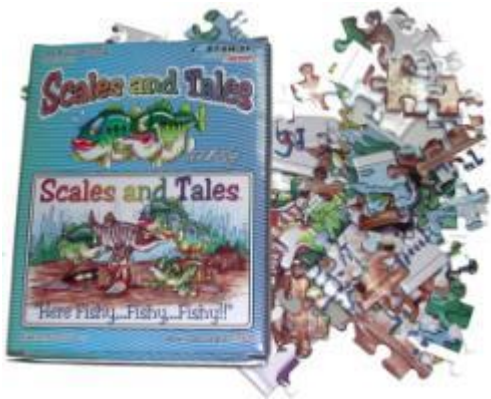
The Scales and Tales concept and characters can easily cross over to the children's market because of its fun attractive appearance. They captivate kids imagination and attention.

Games:

The Scales and Tales characters can be used for many types of challenging and entertaining board games, computer games, etc. - includes digital computer games.

Collectibles- toys and hobbies:

The Scales and Tales characters are ideal collectable toys and hobby products - such as collectable plush dolls

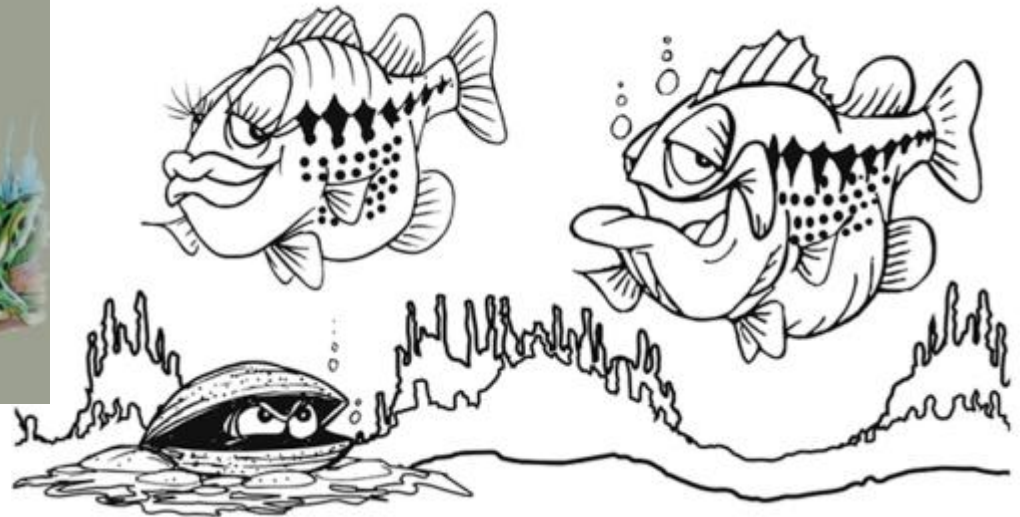


COMIC BOOKS/MAGAZINES/COMIC SYNDICATION

Scales
and
Tales



Scales and Tales can become a new syndication of cartoon characters for comic books, magazines, and newspapers - includes animation.

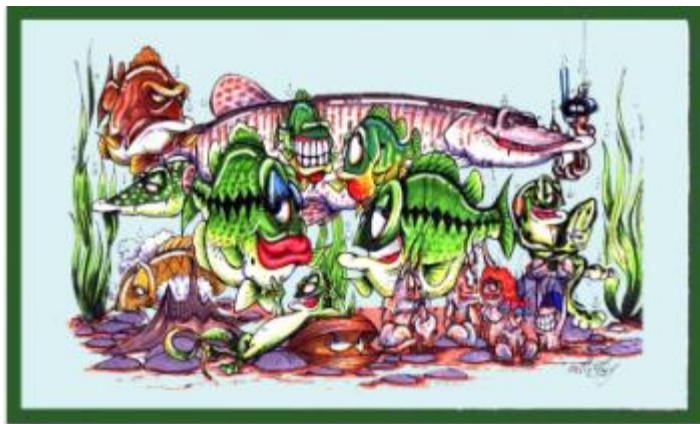




BEDDING/BEDROOM DECOR/BATH

The Scales and Tales characters can liven up your child's bedroom and bath:

- Comforters
- Sheet sets
- Pillows
- Wall Graphics
- Lamps
- Wall switch plates
- Curtains
- Clocks
- Toothbrushes
- Glasses
- Towels
- Area rugs
- Mobiles





The Scales and Tales character illustrations and Brand Name Identity are ideal for all types of paper products used at work. The following are examples of these products:

- Calendars - all types of desk or wall calendars
- Desk note pads for the office
- Postcards
- Book markers
- All other paper products for the office





The Characters and the Brand Name Identity of Scales and Tales can be marketed into different line of clothing apparel and accessories:

- Magnets
- Photo Frame
- Water bottles
- Wallets
- Photo wallet



The Scales and Tales characters and Brand Name Identity are attractive gift products for selective lines of office supplies. The following are a few examples of these types of products:

- Pens and pencils
- Mouse pads
- Pencil holders/containers
- Coffee cups



Companies looking to generate excitement and attract attention to their products may accomplish that goal if appealing characters are used to represent their company and products.

The Scales and Tales characters can be a unique mascot to represent your company.



The Scales and Tales character illustrations and Brand Name Identity are great for greeting card products. The following are examples of occasions and events Scales and Tales can apply to:

- Holiday Seasons (i.e. Christmas, New Years, Thanksgiving)
- Boss Appreciation Day
- Employee Appreciation
- All types of appreciation cards
- Inspirational Messages
- Welcome cards
- All other everyday occasions

