

# FRANCHISING

WORLD

## **MAD SCIENCE and MGM LAUNCH LICENSING- MERCHANDISING PROGRAM**

The Mad Science Group and Metro-Goldwyn-Mayer Studios Inc. signed an agreement earlier this year to create a licensing and merchandising program and a new Mad Science television show. The pact combines the production and distribution power of MGM with the worldwide brand recognition of Mad Science, a provider of science-based entertainment activities for children. Mad Science Group CEO Ariel Shlien and MGM Senior Vice President, Consumer Products Interactive Travis Rutherford made the announcement.

MGM will utilize its expertise to create a comprehensive Mad Science portfolio. MGM and Mad Science will create the television series together that will include a family-friendly television series. Also as part of the arrangement, MGM will manage worldwide distribution of related DVD and home video product.

MGM also will be involved in driving extensions of the Mad Science brand through new licensing and merchandising opportunities.

Each year live Mad Science shows are conducted worldwide in schools, camps, homes and theme parks for more than five million children.



**(Left to right)**  
**Ron Shlien, Chief Innovation  
Officer, The Mad Science Group;**  
**Travis Rutherford, Sr. Vice  
President, MGM Consumer  
Products & Interactive; and Mad  
Sciences Sharon King, Director  
of R&D, Ariel Shlien, Chief  
Executive Officer, Leonard Lipes,  
director, Mad Science Productions**