



Celebrate!  
2010 is



10<sup>th</sup> Anniversary

The logo for 'Dora the Explorer' is located in the top left corner. It features the word 'DORA' in large, colorful letters (D is purple, O is blue, R is orange, A is green) with 'the' in a small blue box below the 'O'. Below 'DORA' is the word 'EXPLORER' in pink, all enclosed within a white circle with an orange border.

# The Good News On Dora!



## Target

- Girls 2-5

## Overview

- Dora is a preschool phenomenon! It is the #2 rated show for preschool kids 2-5 on TV. Dora is ranked either #1 or #2 in most licensed product categories and has generated over \$5.9 billion in retail sales since launch.
- Only Dora the Explorer is the preschool property with the proven formula of a Latina heroine who invites preschoolers on interactive adventures, help her overcome obstacles and learn a little Spanish.

Dora is as popular as ever with Kids 2-5

- Just as many kids today (8.5MM) watch Dora each week as 5 years ago
- #1 Girl Character Q Score with Moms of Kids 2-5

Source: 1) Nielsen 2Q '08; The NPD Group / Consumer Tracking Service

The Nickelodeon logo is located in the bottom right corner. It features the word 'NICKELODEON' in white, slanted capital letters, set against a dark orange, splatter-like background.

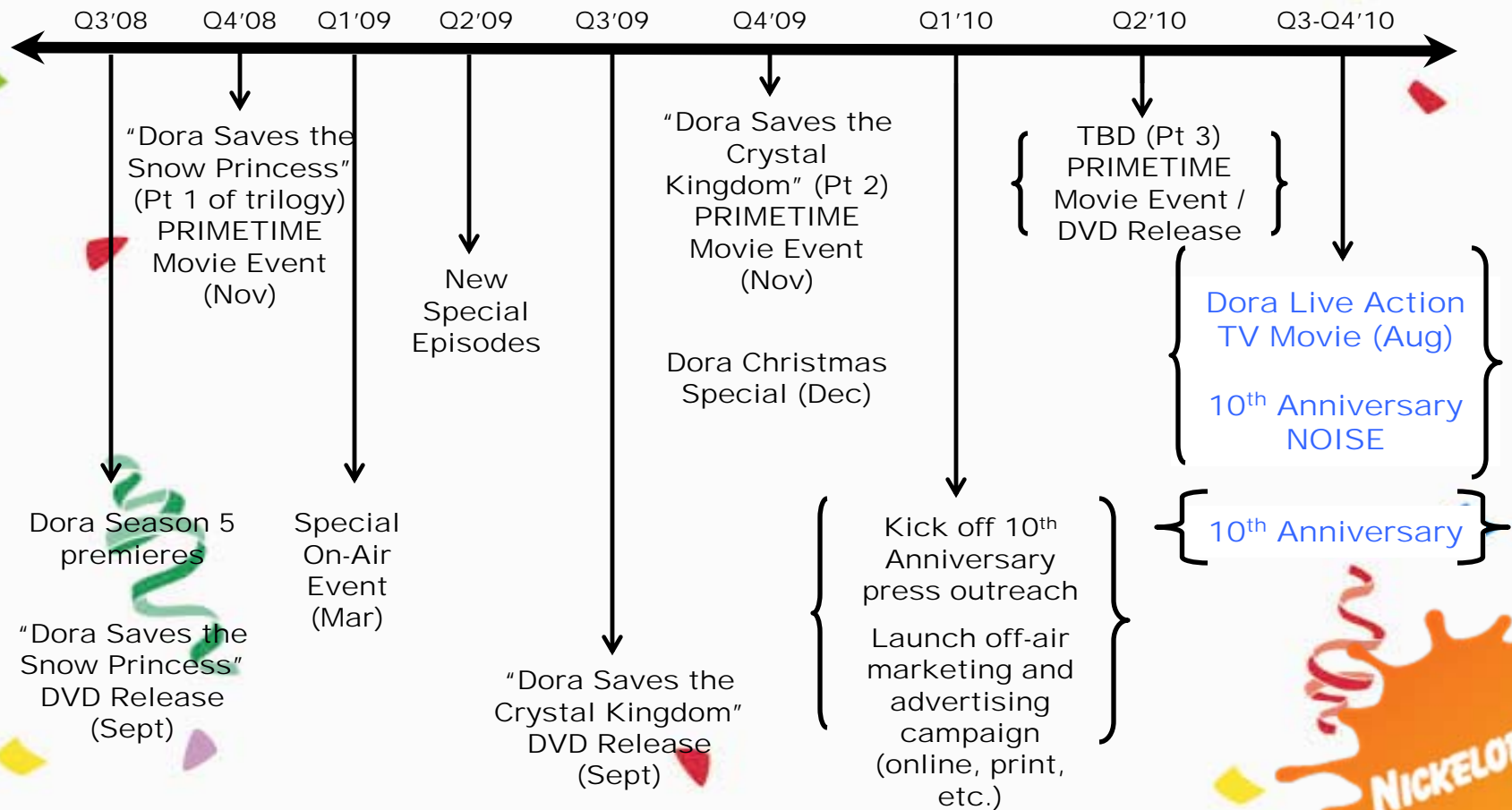
# New Content and a Live Action Movie in 2010



- ALL-NEW *episodes...*
  - 18 currently in development
  - Each will be promoted as a TV movie event
- ALL-NEW *trilogy...* three-part TV movie event spanning the next three years
- NEW Live-action TV Movie in 2010!

NICKELODEON

# 2008-2010 Plans



# Celebrate with Dora's 10<sup>th</sup> Anniversary Kit #20926-99



**DORA**  
the  
**EXPLORER**

Float Dora balloons throughout 2010 to generate excitement and capture incremental sales!

Kit includes 30 balloons, a Dora branded merchandiser and weights with ribbon -- It's everything your stores need all in one box to create a fantastic Dora balloon display.

- **Balloons: 5 new Dora SuperShapes™, 5 Sing-A-Tunes™, 5 new See-Thru™ balloons, 10 new 18-inch square and 10 popular Dora 18-inch round**



NICKELODEON

# Line List



Base #	Suffix	Item Description	Category	Price Code
19885	01, 02	Hola Dora!	18"/45cmXL®	S60
20014	01, 02	Dora Exploring	SuperShape™ XL®	P35
20016	02	Dora Exploring	Mini Shape	A30
20503	51,42	Hola Dora!	CI: EZ-Fill™	A70
20729	01,02	See-Thru: Dora The Explorer	26" See-Thru	P30
11151	01	Dora Birthday	Drop-A-Line™	P60
15152	01, 02	Dora Hugs & Kisses	JumboXL®	P45
16268	01,42	Dora Happy Birthday	CI: Star Centerpiece	A70
09268	03	Dora and Boots	18"/45cm Clip-A-Strip™XL®	S60
12491	03	Dora Birthday	18"/45cm Clip-A-Strip™XL®	S60
14780	01, 02	Dora & Boots Love	18"/45cm Holographic	S60
12496	01,02	Dora Get Well	18"/45cm Junior ShapeXL®	S60
12492	01	Dora & Boots Happy Birthday	18"/45cm Personalized Junior ShapeXL®	S80
15747	01, 02	Dora & Friends Birthday	18"/45cmXL®	S60
09870	01,02	Dora & Diego Happy Birthday	18"/45cmXL®	S60
M83627	01,02	Dora Happy Birthday/Feliz Cumpleaños	18"/45cmXL®	S60
M83982	01,02	Dora the Explorer	18"/45cmXL®	S60
12491	01,02	Dora Birthday	18"/45cmXL®	S60
09268	01,02	Dora and Boots	18"/45cmXL®	S60

# Line List

Base #	Suffix	Item Description	Category	Price Code
14834	37	Dora the Explorer	Bouquet	P75
12903	01	Dora Birthday/Cumpleanos	Jumbo Sing-A-Tune®XL®	P75
09270	02	Dora	Mini Shape	A30
09269	01,02	Dora	Super Shape™	P35
14505	01, 02	Boots	Super Shape™XL®	P35