

As an official stockist of Countin' Sheep you will have access to innovative Floor Standing Display Units, Counter Display Units, posters and stickers for window and in-store displays.

Stockists will be supplied to meet the following objectives:

- Timely and efficient delivery
- Consumer focused and retailer friendly displays
- Focus on maximum margin and profitability



41

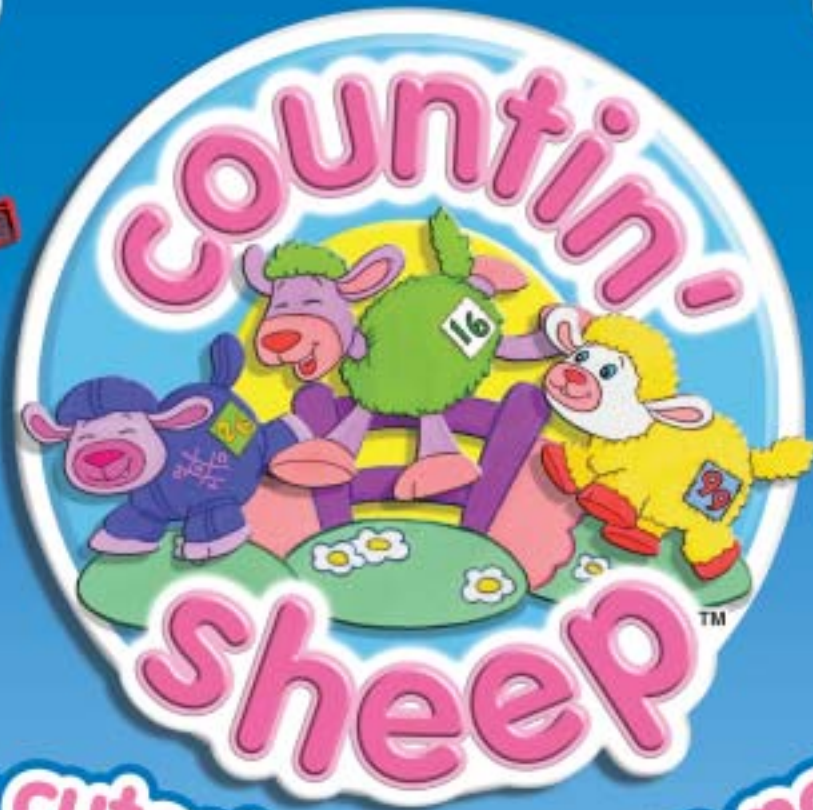


5

50

63

32



The cutest sheep baa-none!



Please Cuddle the Sheep!

16

27

NEW!  
for 2003

Contact:

*Cameo Collectibles™*

Bagshaw Hall, Bagshaw Hill, Bakewell, Derbyshire DE45 1DL UK  
111 West Maple Avenue, Monrovia, California 91016 USA

Telephone: +44 (0) 1629 814 555 Telephone: +1 626 301 9341  
Fax Number: +44 (0) 1629 813 539 Fax Number: +1 626 301 9351

E-mail: salesuk@cameo-collections.com E-mail: salesusa@cameo-collections.com  
www.cameo-collections.com www.cameo-collections.com

41

Counting Sheep originated as a 19th Century cure for sleeplessness that has since become legend passed down from generation to generation and is well known internationally by adults and children alike.

Countin' Sheep is a unique range of adorable multi-coloured character plush that will appeal to collectors of all ages.

## Collecting Countin' Sheep is simple!

Each sheep belongs to its own family flock. Every flock consists of 12 sheep and are formed and identified by the branded patches and numbers that represent their individual name, personality traits, birth date and place of birth.



Initially there will be forty-eight sheep to collect in four releases throughout 2003. This will complete four highly desirable flocks from Bluebell, Buttercup, Snowdrop and Greenacres Farms.

Each sheep is a limited edition, easily recognised by its authentication tag. Through the introduction of an Official Club, 'Sheep Dip' on [www.countinsheep.co.uk](http://www.countinsheep.co.uk), collectors of these adorable sheep are able to have sneak previews of new releases and retirements, locate their nearest official Countin' Sheep stockist, and to members only, special limited edition sheep will be released.

26

5

63

23

Extensive Trade Marketing and Consumer Awareness Campaigns are planned to support brand development including;

- Trade Press
- Trade Shows and Events
- Consumer Magazine & Press Advertising
- National Press Promotions
- Retail Driven Promotions
- High Impact Display and Advertising Materials

## 2003 is The Chinese Year of the Sheep!

Our launch strategy will build around this unique selling point and benefit from massive PR that always accompanies this ancient tradition.



27

16