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## COGNO<sup>®</sup> SETS ITS SIGHTS ON TV

*Former Teenage Mutant Ninja Turtles producer joins with brand development expert Greg Hoffmann to pursue Cogno animation and merchandise licensing*

ST. LOUIS --- (June 12, 2008) --- Coming someday to a TV near you: Cogno: the TV show.

At least that's the intent of Greg Hoffmann, former CEO and co-owner of Mary Engelbreit Studios, and Cathy Malatesta, president of Lawless Entertainment, a Los Angeles-based television development, finance and distribution consulting firm. Malatesta is best known for producing the Teenage Mutant Ninja Turtles, a brand that generated over \$8 billion in gross worldwide sales.

Both have agreed to represent Cogno in talks with production companies about a Cogno television series, and to manage Cogno's worldwide merchandise licensing.

Cogno is the multimedia kid's brand that takes a "Star Wars-Meets-Magic School Bus" approach to fun and learning. Built around the fictional Cogno – a wise and friendly alien with a single giant eye – the Cogno brand was created by Stuart Montaldo, President and CEO of Cogno Products.

Hoffmann and Malatesta believe Cogno's brand proposition, characters and content are perfectly suited for television. "Most properties are not as far along or as well thought out as Cogno before they get into my hands," says Malatesta, whose has spent more than 20 years in licensing and television production. "Yet, Cogno is still early-stage enough that production companies will see flexibility in how they take the brand into television."

"I see many emerging licensed properties," adds Hoffmann, "but nearly all have at least one significant missing ingredient. Cogno has it all, including interesting characters and strong content. Ultimately, it is the strength of content that carries a brand far and gives it staying power."

Hoffman became Executive Vice President of Brand Development and a Cogno shareholder in 2007. Since then, his role has included growing brand awareness and creating a comprehensive licensing strategy for the brand.

Beginning this June, Hoffmann and Malatesta will pitch the Cogno property to potential partners for television production.

The Cogno brand continues to generate interest among character properties and licensing experts—a business that can be very lucrative, according to Jennie Meresak, Marketing Director of Cogno Products. “We consistently hear from people who have experience with large licensed brands that Cogno has all the ingredients—all the earmarks—of a successful multimedia brand. Our vision of Cogno as a global brand has never been clearer,” she says.

St. Louis-based DoubleStar, LLC, the developer of Cogno, is owned by St. Louis native and Cogno creator Stuart Montaldo and a group of private investors. Since introducing the first Cogno board game nationally in 2004, the product line has grown to three board games, a novel series, two video games, and content syndications that are widely distributed in the United States and over 20 other countries. Together, the products have garnered over 25 national awards. [www.cogno.com](http://www.cogno.com)

Hoffmann Consulting, a brand management and licensing firm in Longboat Key, Fla., works with new and established properties to strategically plan for growth and expansion. [www.hoffmannconsulting.com](http://www.hoffmannconsulting.com)

Lawless Entertainment is a development, finance and distribution consultation company for television in the global marketplace. [www.lawlessent.com](http://www.lawlessent.com)

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