

Major League Soccer Signs Game Time Watches

Game Time Watches announced a two-year licensing agreement with Major League Soccer (MLS) and Soccer United Marketing (SUM). Under the agreement, SUM will grant Game Time the right to use MLS team and tournament marks in the manufacturing, distribution, sale, advertising, and promotion of the licensed Game Time merchandise.

Game Time allows customers to place their favorite team's logo on a multitude of different watch styles.

Game Time offers officially licensed sports watches from the NFL, NBA, NHL, NCAA, NASCAR, and now MLS.



Dub Magazine and Toy State Create New Toy Line

Dub Magazine, an authority on custom car culture, and Toy State, a manufacturer of lights-and-sound toy vehicles, have teamed up to create the new Dub Garage line of customized toy vehicles.

Designed for young car enthusiasts ages 6 and up, the Dub Garage line combines Toy State's lights and sound features and Dub's signature wide-body style cars to each custom toy vehicle. Each toy is equipped with Dropstars or Twenty Inches Strong (TIS) rims, realistic Pirelli tire treads, Eibach suspension kits, and Borla exhaust sounds. Kids can choose from a variety of cars with play features including Blazerz' eye-catching light show, the mixing decks and realistic scratch sounds of D-Jayz, or Control Freakz, the full-function R/C car with a light-up turbo drive mode, real car sounds, and a Dub custom-styled remote controller.

Kiss Partners for Las Vegas Amusement Attraction

Live Nation Entertainment partnered with Monster Mini Golf to create Kiss by Monster Mini Golf, a rock 'n' roll-themed Las Vegas amusement attraction. The attraction will include an indoor glow-in-the-dark, custom-designed 18-hole miniature golf course, an arcade, the largest Kiss gift shop in the world, a gallery, the Hotter Than Hell wedding chapel, a private VIP room, themed event rooms, and the Rock 'n' Roll All Nite café. A live DJ will entertain visitors with continuous Kiss music, trivia, contests, and prizes.

The walls of the venue will be adorned with Kiss fan photos, with pricing determined by placement and size. The attraction will open in January 2012 across from the Hard Rock Hotel and Casino at the shops at Harmon Square.



Plush Sings Song from Hit CBS Comedy

Ripple Junction, a licensee for Warner Bros. Consumer Products, has created the Soft Kitty Singing Plush, which sings the popular "Soft Kitty Song" from the comedy television show *The Big Bang Theory*. The pink and grey plush kitty is 10 inches long and made of polyester fiber. Press the button on its paw to hear the "Soft Kitty Song." Soft Kitty is currently available at online retailer Stylinonline.com.

Batteries are included.