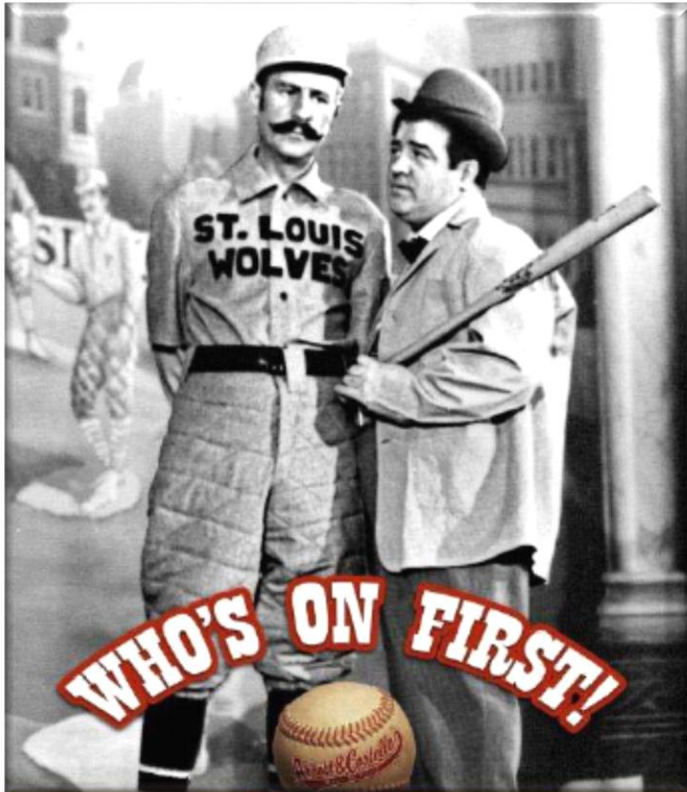




Marketing Deck
Unforgettable Licensing

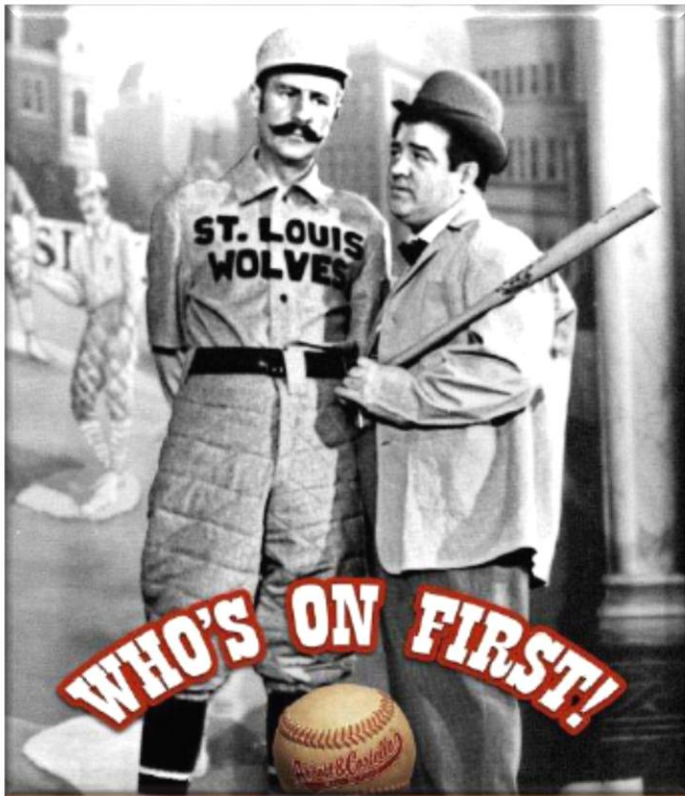
"Who's on First"—The Classic



- 1938 - First Performance for the National Radio audience on the Kate Smith Radio Show
- 1956 - A gold record of "Who's on First?" was placed in the Baseball Hall of Fame Museum in Cooperstown, New York
- 1999 - *Time Magazine* named the routine "Best Comedy Sketch of the 20th Century"
- 2003 - An early radio recording was placed in the Library of Congress's National Recording Registry
- 2005 - The line "Who's on First?" was included on the American Film Institute's list of 100 Memorable Movie Quotations



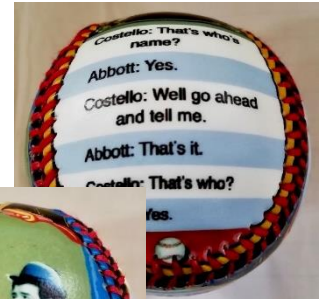
"Who's on First"—The Classic



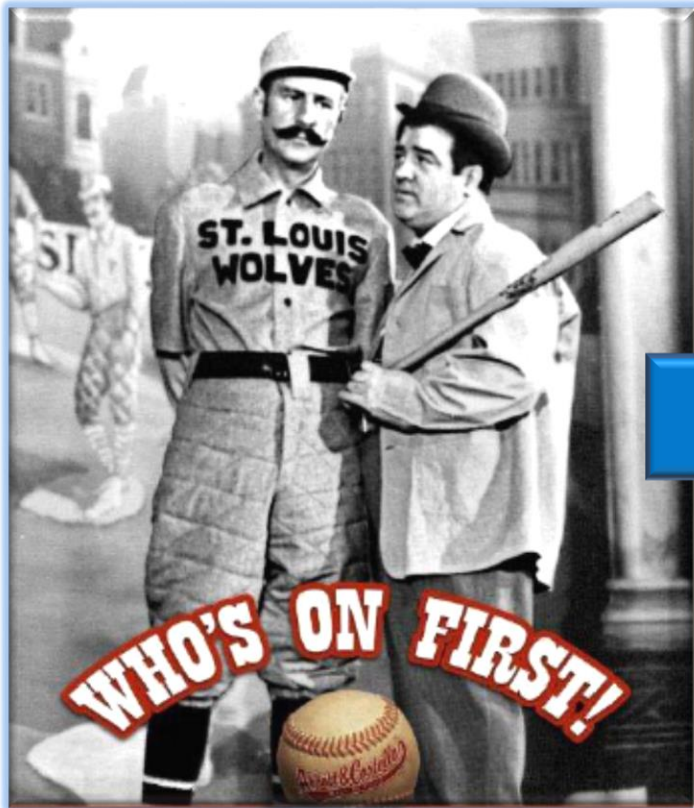
- 2013 - Jimmy Fallon re-enacted the skit with Jerry Seinfeld & Billy Crystal. All are huge fans and its had nearly 4 million views on YouTube.
- 2013 - 75th Anniversary of the first airing and release of children's book
- 2023 - 85th Anniversary of the first airing.
- AbbottandCostelloCollectibles.com dedicated to selling licensee's products
- Over 50 million views on YouTube of Abbott & Costello doing "Who's on First"



Abbott & Costello—Products



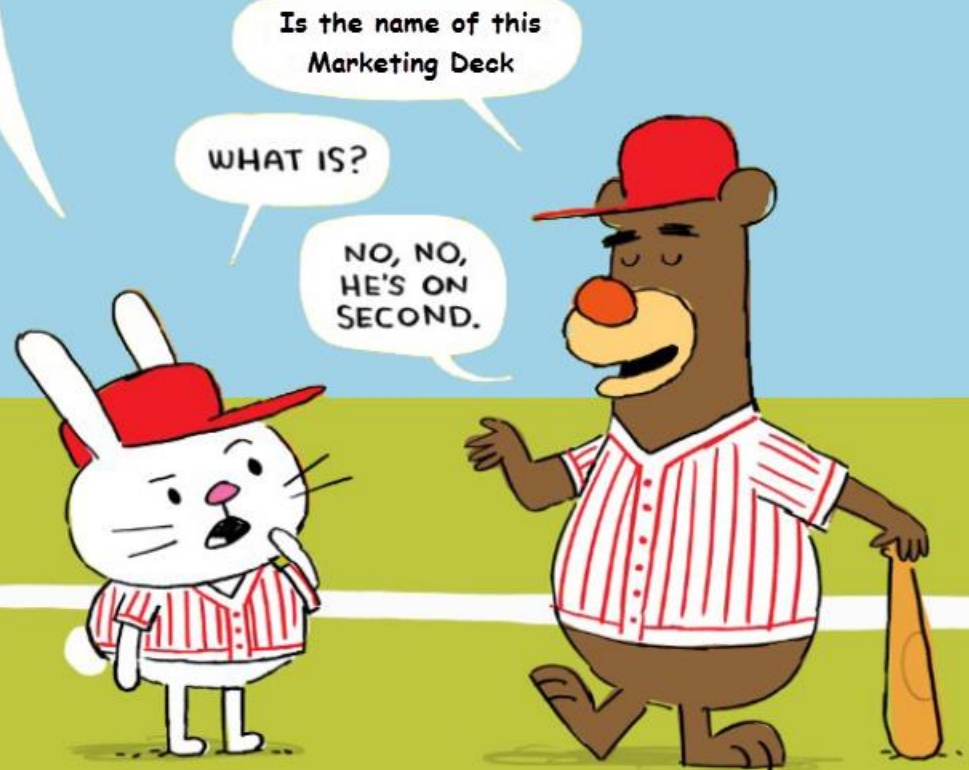
"Who's on First"—The Book



Who's on First?

BY
**ABBOTT &
COSTELLO**

ILLUSTRATED BY JOHN MARTZ



Today's Line up is.....The Book

Now let's
see...



WHO's
on first.



WHAT's
on second.



**I DON'T
KNOW's**
on third.

Demographics



Gender Neutral

- Characters capture a broad audience.
- Encourages role-playing and interaction between adults and kids.



Teachers, Libraries, Student Workshops, School Curricula, etc.








Grades 3-8

- Primary: 6-10 years old
- Secondary: Everyone else

Oh that's
our shortstop.









Market Presence

-  Major Retailer Placement Continues
 - Barnes & Noble, Amazon.com, etc. – Since 2013
-  E-book Launched Late 2013
 - Includes original video recording of the routine performed by Bud Abbott and Abbott Costello.
-  Recommended by Random House's Teacher's Curriculum to support the themes of Baseball, Friendship and Communication.
-  Spark student's interest with the five W's (who, what, when, where, why)
-  Builds in the following skills: English Language, Communication, Physical Education, Social Studies, Math and Science.










The Critics Still Love A&C

-  "Martz's clever graphics make the premise clear to the youngest readers...Parents can now introduce the routine earlier than has been traditional for young fans and, as we all know, participating in tradition is the essence of the love of baseball."—*Newsday*
-  "...miscommunications have never been so much fun."—*USA Today*, 3 out of 4 stars
-  "...cannot stop smiling...[this] delightfully illustrated take on the classic comedy skit by Abbott and Costello is for the young . . . and young-at-heart."—Examiner.com
-  "A laugh-out-load read, this book of baseball banter knocks one right out of the park."—*The Talking Walnut*
-  "*Who's on First?* is a delightfully funny book with illustrations that bring the routine onto a new platform that even the youngest fan will understand and enjoy."—*Kid Lit Reviews*
-  "A very funny read..."—*Fiction State of Mind*



Who's on First?

The Critics Still Love A&C

-  "Martz' version of the story, which stars a rabbit and a bear, has all the goofy humor of the original sketch."—***Boing Boing***
-  "My twelve-year-old thinks both the words and the pictures are very funny and laughed out loud reading it."—***City Book Review***
-  "[We] had a blast reading the book...[and] John Martz presents delightful illustrations that just 'pop off' the page."—***Hudson Valley Parent***
-  "If the antics of Abbott and Costello made generations of adults double over with laughter, imagine how much kids will love it when this tale is acted out from the point of view of a rabbit and a bear. The giggles will be nonstop! Martz gives his characters all the visual slapstick cues and verbal antics of this Abbott and Costello classic, and brings their brand of comedy to full life for a new generation. This book is a fantastic introduction to classic American humor."—***Mollie Sultenfuss, Pages Books & Coffee, Newton, KS***
-  "The book is stunning ~ dad and Bud would be proud!!"—***Chris Costello, Daughter of Lou Costello***
-  "...this book's a hit with me"—***Ronna Mandel, Good Reads with Ronna***
-  "Your totz will be instant fans."—***Reader Tutz***



Who's on First?

Categories Available For License

-  Apparel & Wearables
-  Calendars
-  Collectible Dolls
-  Confectionery
-  Costumes
-  Food & Beverage
-  Gifts & Collectibles
-  Greeting Cards
-  Home Decor
-  Mobile Apps
-  Publishing
-  Social Casual Gaming
-  Stationery
-  Toys & Games
-  Video Games
-  Watches & Jewelry
-  Wall Décor
-  And Many More



Contact Information

Unforgettable Licensing

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The back of the
marketing deck

WHAT'S THIS?

HOW CAN
YOU TELL?

BECAUSE IF IT WAS
THE FRONT,
WE'D BE FACING
FORWARDS.

