



FIREFLY BRAND MANAGEMENT TO REPRESENT ENDEMOL SHINE NORTH AMERICA ICONIC TELEVISION BRANDS

Properties Include Series *Fear Factor*, *Wipe Out* and *Deal or No Deal*

For Immediate Release:

(San Francisco) (5/1/2017)—Firefly Brand Management announced today its appointment as the licensing agent for Endemol Shine North America (ESNA) iconic entertainment properties: *Fear Factor*, *Wipe Out* and *Deal or No Deal*.

Firefly plans to showcase the television production company's properties at Licensing Expo May 23-25 in Las Vegas, NV at Booth #C117.

The new management deal falls on the heels of MTV's announcement to relaunch an all-new *Fear Factor* premiering Tuesday, May 30 at 10 [p.m.ET/PT](#). Grammy Award-winner Ludacris will host the refreshed series filled with new stunts inspired by urban legends, popular scary movies and viral videos from today's cultural zeitgeist.

Firefly is seeking licensing partners in key categories that include: toys, games, publishing, food and apparel.

"We couldn't be more excited to work with these high-profile legacy brands," says Cynthia Modders, President and CEO, Firefly Brand Management. "Deal or No Deal" and "Wipeout" have powerful brand recognition and with "Fear Factor" coming back on air, we are confident in the merchandising opportunities!"

"Endemol Shine has a robust library of iconic brands that lends itself to a host of exciting licensing opportunities," says Tamaya Petteway, SVP Brand and Licensing Partnerships, Endemol Shine North America. "Firefly is the ideal partner to develop creative licensing programs across key categories for these marquee television properties."

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About Firefly Brand Management

Firefly Brand Management is a full-service global brand management and licensing agency specializing in entertainment, interactive, technology, art and lifestyle properties. The company provides domestic and international licensing programs, product development, and offers dedicated marketing and business management services.

About Endemol Shine North America

Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe. Endemol Shine North America is part of Endemol Shine Group, the global content creator, producer and distributor with a diverse portfolio of companies that are behind some of the most prominent hit television formats and series in the world.

Its Endemol Shine Studios division develops and produces original scripted television programming in the U.S. for global exploitation and Endemol Shine Latino oversees all Spanish-language format sales and development in both the U.S. and Mexico, as well as all of Latin America. Subsidiary production companies include Authentic Entertainment, Truly Original and 51 Minds Entertainment. In addition, Endemol Shine North America has a strategic partnership with Ryan Seacrest Productions.

Endemol Shine Group's companies in North America are behind such hit series as Big Brother (CBS), The Biggest Loser (NBC), Ink Master (Spike), Kingdom (AT&T Audience Network), MasterChef (FOX), MasterChef Junior (FOX), The Almost Impossible Game Show (MTV), Swamp People (History), The Real Housewives of Atlanta (Bravo), Steve Harvey (NBCU), T.I. & Tiny: The Family Hustle (VH1), Steve Austin's Broken Skull Challenge (CMT), Billion Dollar Buyer (CNBC), Hunted (CBS) and upcoming Fear Factor (MTV), Ambulance (CBS), Page Six TV (Syndicated), Trading Spaces (TLC), Superhuman (FOX), and I'm Dying Up Here (Showtime).