



Celebrating 40 Years in 2009





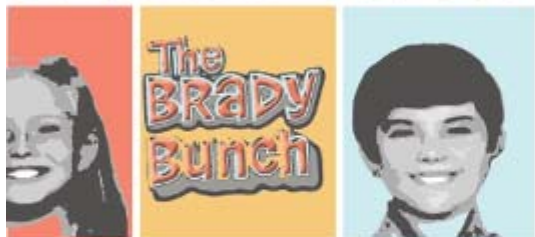
“Oh, My Nose!”

One of the most popular and influential family sitcoms of all-time, the series features two parents, Mike and Carol Brady and their six children: Greg, Marcia, Peter, Jan, Bobby and Cindy all living under one roof. Together, the family resolves issues of growing up and sharing their misadventures together.

The series ran on ABC for five seasons from 1969 to 1974.



Pretty Far Out



#16 TV Series of All-Time¹



Favorite TV Theme Song²



Favorite All-Time TV Quotes³
"Marcia, Marcia, Marcia!"



Top TV Mom³



1 Source: Classic TV; 2 Source: TV Guide; 3 Source: TV Land



Pop Culture Icon

- Airs on TV Land
- Universal awareness among adults¹
- Strong purchase-intent among women and men 18-34¹

- Apparel
- Social Expressions
- Games & Puzzles
- Mobile Content
- Publishing
- Video Games

- “The Brady Kids” animated series aired on ABC from 1972 to 1974



¹ Source: ePoll, August 2007

New Additions



- Apparel
 - Freeze
 - Isaac Morris
 - Trevco
- Costumes
 - Rasta Imposta
- Calendars
 - Rizzoli
- Trading Cards
 - Rittenhouse
- Medical Scrubs
 - Strategic Partners
- Carnival Plush
 - Toy Network





Much More Than a Hunch

