



Mary-Kate Olsen Ashley Olsen

winning london

January 31, 2001

Dear Customer:

Pack your bags and get ready for an exciting European vacation with Mary-Kate and Ashley in **Winning London**, an all-new feature length movie available March 27, 2001 ONLY ON VIDEO!

Winning London follows Mary-Kate and Ashley as they get the royal treatment taking on the world in this exciting British Adventure. They jet to London to represent their high school at an international competition of the *Model United Nations*, and take in the sights of London by day and by night. Mary-Kate and Ashley are out on the town visiting the landmarks, wearing the hippest fashions, hanging out with the cutest guys and dancing at the hottest club. Winning minds. Winning hearts. Winning fun. **Winning London!** It's sure to take off priced to fly out the door at \$19.96 (\$13.95 MAP).

The **Mary-Kate and Ashley Brand** is hotter than ever:

Home Video: Nearly 20 million units sold, America's #1 live action direct-to-video franchise, America's #1 girls' video franchise while popular with boys, too.

Television: Mary-Kate and Ashley's newest live action TV Show will start broadcasting on Fox Family Channel Summer 2001. Their new animated series will be broadcast Saturday mornings starting Fall 2001 on a major network. In addition to 35 serun sirings each week on Fox Family and TBS.

Fashion: Nearly 2,000 Wal*Mart stores feature the Mary-Kate and Ashley brand fashion line, the only celebrity-based fashion brand at Wal*Mart in 2001. Sales just started and are exponentially ahead of projections. Stock is disappearing.

Video Games: Fast becoming America's #1 girls' videogame franchises, with four sell-out hits on Nintendo *Game Boy Color* and *Sony PlayStation*. Four new titles are slated for 2001. Each will promote the videos.

Books: Over \$100 million in retail sales, with over 20 million copies in print among three book series. All titles are reaching *USA Today* Bestsellers list. Mary-Kate and Ashley are a leading girls' publishing franchise. Each book promotes the video releases.

Music: Movie and television soundtrack records and branded compilation records for 2001, with major pop record label partner.

Fashion Dolls: America's #1 celebrity doll franchise, ahead of Britney Spears and Christina Aguilera. Mattel's smash hit of 2000. Nearly 5,000,000 units to be sold by December 2001. Each set contains promotions for the videos.



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