



**CHUCKE.CHEESE'S.**

# CHUCK E. CHEESE'S®



## Chuck E. Cheese's Stands for Fun

Parents and kids of all ages can enjoy Chuck E. Cheese's one-of-a-kind animated stage show starring the magical mouse and his friends. Come for dinner and stay for lots of fun and games! The menu features freshly made pizza, a variety of sandwiches, and a complete salad bar. At the end of the visit, kids can trade earned tickets for prizes!



## Chuck E. Cheese's Popularity

- America's #1 mouse
- Top 2.7% of all 602 characters - scores higher than Mickey & Minnie Mouse, Winnie the Pooh and Barbie
- Consistently in the top 10% of all characters list for past 12 years
- Awareness continues to be very high at 90% among kids 6-8
- One of the top rated characters without movie or TV backing

*\*Source: Cartoon Character Q Survey (children 6-8) by Marketing Evaluations, 2010*



## Chuck E. Cheese's Background

- #1 leader in family dining and entertainment
- 554 Entertainment centers throughout the US
- Over 30 years as the leader in its industry
- Over \$891 Million total system revenue in 2010
- Over 74 million visiting guests comprised of 44 million kids and 30 million adults
- Target customer is families with kids 2 to 11 years old
- High % of repeat customers - 4x a year average frequency
- Impactful integrated marketing campaign with over \$25 Million advertising spent
- National underwriter for children's programming on PBS
- Incentive promotional activities including couponing, in-store promotions, GWP, sweepstakes/contests
- Continued partnerships with industry leaders such as Dole Juices and DreamWorks
- 4.8 million registered adults in proprietary database

[www.chuckecheese.com](http://www.chuckecheese.com)

## Current Licensees

- Schreiber Foods: Snack Cheese
- Think Wow Toys: Food Activity Sets
- UFO: Interactive Games
- NKOK: Electronic Toys & Games



## Categories Available for Licensing

- Toys & Games
- Publishing
- Apparel
- Social Expressions
- Interactive
- Housewares

For information on licensing opportunities, contact:

Global Icons

310-820-5300

[www.globalicons.com](http://www.globalicons.com)

