

“Tight, white, and dy-no-mite...!”



Remarkable Brands Named Exclusive Worldwide Agent for Tightly Whitey Brands

NYC-Based Licensing Agency to Extend the Irreverent Fun of Todd H. Doodler’s Best-Selling ‘Bear in Underwear’ Books and Other Popular Properties

New York, NY, June 4, 2015 – **Remarkable Brands**, a full-service New York City-based licensing and branding agency led by industry veteran Stacey Reiner, has been named exclusive worldwide licensing agent for Todd Goldman’s **Tightly Whitey™ Brands**. The agency will develop licensing partnerships for a host of skivvy-wearing characters from the best-selling “Bear in Underwear™” book series (Blue Apple Books) with 12 titles and an animated pilot launching this month on Amazon Studios. Remarkable Brands also will develop consumer products programs for Doodler’s hugely-popular “Veggies with Wedgies™” books (Simon & Schuster), which includes three titles; as well as his Animals in Undies; Food in Underwear; and Dogs in Underwear™ brands, among others.

“I’m so excited to be working closely with Todd on the hilarious and fun Tightly Whitey properties,” said Reiner, President, Remarkable Brands. “These best-selling books and popular brands have been making people all around the globe smile for years, and we look forward to providing fans with many more ways to enjoy Tightly Whitey’s briefs-bearing heroes.”

“Remember to change your underwear at least once a week,” quipped Tightly Whitey’s Goldman, who writes children’s books under his pen name, Todd H. Doodler.

Remarkable Brands is developing a broad-scale licensing program for the brands in categories such as apparel, including underwear; toys, games and plush; stationery; and more.

For more information about the Tightly Whitey Brands licensing program, contact Stacey Reiner at 646-717-2606 or Stacey@remarkablebrandsinc.com.

About Tightly Whitey Brands

Tightly Whitey Brands is the brainchild of self-proclaimed professional doodler Todd Goldman, who puts his doodles on lots of merchandise, from tees to socks to pajamas. An entrepreneur, Goldman created the brand, David & Goliath (www.davidandgoliathtees.com), writes kids books – he currently has 30 books published including the popular “Bear in Underwear™” - and other titles such as “Boys are Stupid, Throw Rocks at Them” which is being made into a

feature film at Universal Studios. In addition, his silly cartoon paintings can be seen in fine art galleries all over the world. As a professional artist, Todd doesn't take himself too seriously and intentionally paints like a little kid, adding whimsical slogans to make people laugh, and signs his works with only his first name, Todd.

About Remarkable Brands, Inc.

Remarkable Brands is a full-service New York City-based licensing and branding agency founded in 2014 by Stacey Reiner, an industry veteran with more than 20 years of experience in the business. Reiner honed her considerable skills at industry-leading companies such as HIT Entertainment, a division of Mattel, Inc., as well as Ragdoll Worldwide, Commonwealth Toy & Novelty, and Toymax, Inc. Reiner is committed to achieving superior results for her clients and helping them to build enduring brands for consumers around the world.

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