



## Company Fact Sheet

MODA Entertainment, Inc. | 2010

### **Founded:**

1997, New York City, New York. MODA was incorporated under the laws of the State of Delaware, June 1997.

### **Folklore:**

MODA is named after the first 2 letters of the words Mom & Dad. The word MODA also means style in Italian.

### **Overview:**

MODA Entertainment is a leading marketer and provider of productions, publishing, licensed entertainment merchandise, especially pertaining to Classic Hollywood products, and public relation services. The Company holds the rights to over 120 properties for exploitation in film, television, home video, internet, merchandise, and licensing. The Company has excellent product development capabilities and is able to rapidly bring products to market. The Company sells its products through several distribution channels including major studios, live events, the traditional wholesale channels, third party licensees, and its online websites.

### **Mission Statement:**

To establish MODA Entertainment as the premier purveyor of Classic Hollywood product, services and exposure in all media worldwide, while keeping the history of Classic Hollywood's great movies and its unforgettable ICONS prominent to older audiences and to introduce their significance to younger generations.

### **Guiding Principles:**

- Embrace diversity as an essential component in the way we do business.
- Apply the highest standards of excellence and values to our products and services.
- Develop enthusiastically satisfied customers all of the time.
- Contribute positively to the education & preservation of Classic Hollywood.
- Recognize that profitability is essential to our future success.

### **World Headquarters:**

MODA Entertainment, Inc.  
1325 Avenue of the Americas | 27<sup>th</sup> Floor  
New York, New York  
USA 10019  
212.873.3324

### **Website:**

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

### **Businesses:**

- **MODA Productions:** Focuses on Film, Television, Radio, Documentaries, and Live Events.
- **LicenseBox:** Handles a wide range of brands for Merchandising, Licensing, Endorsements, and Infringements for Classic Hollywood ICONS.
- **MODA Publishing:** Centers on Coffee Table Books, Fiction/Non-Fiction, Graphic Novels (for children and adults), and Periodicals.
- **PublicityBox:** Specializes in Public Relations, Marketing, Ad Sales and Sponsorship, and Websites.

### **Products:**

Productions: Film, Television, Documentary, Theater/Live Events & Radio

Licensing: Merchandise, Licensing Campaigns, Endorsements

Publishing: Fiction/Non Fiction, Coffee Table Books, Children's Books, Graphic Novels, Periodicals

Publicity: Public Relations, Marketing, Websites

### **Brand Portfolio:**

MODA Entertainment™, LicenseBox™, MODA Productions™, PublicityBox™, MODA Publishing™, ICONS™, Cooper & Hemingway: The True Gen™, Marlene Dietrich™, Duke Ellington™, William Holden™, Loretta Young™, Alan Ladd™, Dexter Gordon™, Ida Lupino™, George Raft™, Henry Hathaway™, Kiffy, The Panda™, Inside High Noon™, Travel Green: Take the A Train™, Lil Legends™, It Just Catches™