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**Paws, Incorporated**

## PRESS RELEASE

### **GARFIELD SET TO TAKE DIRECTION FROM RWS AND ASSOCIATES**

*Paws, Inc. Assigns Rights to Show Producer RWS*

(November 4, 2011—Albany, IN) Garfield is jumping down from the fence and up to center stage with the help of RWS and Associates Entertainment Inc. (RWS). Paws, Inc., licensor for Garfield and “the Garfield characters,” has assigned the rights to produce stage shows and entertainment for theme parks, cruise ships, water parks, zoos, and museums to Broadway-based RWS.

The engagement of RWS to produce shows with a run of 30 days or more will take Garfield in a new direction with his costume character performances. Milestone Events will continue to manage Garfield character costume meet and greets and short-engagement show opportunities.

“Garfield is larger than life and perfect for the stage,” said his creator, cartoonist Jim Davis. “He’s always been the main attraction, at least in his own mind, and having the creative forces and talents of RWS setting the direction for Garfield branded entertainment is sure to be a sensation.”

RWS and Associates currently represent licensed characters including Bob the Builder, Thomas & Friends, Barney, and Angelina Ballerina.

“Not only is Garfield a first-rate cartoon property, but he is an iconic character that is known and loved by people of all ages,” comments Ryan Stana, Executive Producer at RWS and Associates. “I’m thrilled to be adding Garfield to our portfolio.”

#### **About RWS and Associates Entertainment Inc.**

EMMY® Award-Winning RWS & Associates Entertainment Inc. (Ryan Stana, Executive Producer) is a New York City-based full service entertainment firm that provides high quality custom-designed and pre-packaged entertainment. RWS is dedicated to superior entertainment that excites and delights everyone.

RWS' performers, directors, choreographers, orchestrators, casting directors, lighting and scenic designers come directly from the Broadway stage. This allows RWS to create award-winning events and live shows for corporations, theme parks, cruise ships, resorts, shopping centers, and conventions, as well as live and taped programs for television. [www.rwsandassociates.com](http://www.rwsandassociates.com)

### **About Garfield:**

GARFIELD was born on the comics pages on June 19, 1978. The mastermind of cartoonist Jim Davis, GARFIELD is a humorous strip centered on the lives of a fat, lazy, cynical orange cat who loves lasagna, coffee, and his remote control; his owner, the long-suffering Jon Arbuckle; and Odie, a sweet but dumb dog. GARFIELD was introduced to the world in just 41 newspapers but quickly became the fastest growing and most widely syndicated comic strip ever. Today, the strip appears in over 2300 newspapers and is read daily by over 200 million people around the globe.

The success of the comic strip spawned a popular animated TV show, "Garfield & Friends," which appeared on CBS-TV from 1988 to 1995, and is currently in worldwide syndication. In 2009, "The Garfield Show", debuted on Cartoon Network USA and now airs on Cartoon Network in 130 countries/territories. PEOPLE magazine called the show, "One of the Year's Best New Kids' Shows" in 2009.

Twentieth Century Fox made Garfield a movie star in his first-ever full-length feature film, GARFIELD: THE MOVIE, released in June 2004. A sequel to the movie, GARFIELD: A TAIL OF TWO KITTIES was released in June 2006. The movies earned over \$340 million at the box office. Garfield also has been the star in three CGI animated movies, all penned by Jim Davis. Fox released *Garfield Gets Real* (2007), *Garfield's Fun Fest* (2008), and *Garfield's Pet Force* (2009) on DVD and in limited theatrical release.

Garfield enjoys a healthy product-licensing program whereby nearly 400 manufacturers crank out thousands of products depicting Garfield and the rest of the gang. The licensing and creative business for Garfield is handled by Paws, Inc., founded in 1981 by Davis. The company, located in rural Indiana in the US, is a privately held company and the sole owner of the copyrights and trademarks for Garfield and the Garfield characters.

Garfield's empire also includes a popular web site, [www.garfield.com](http://www.garfield.com). Garfield recently added a new edutainment site to his accomplishments. He engages kids in interesting and pedagogically sound activities to promote literacy at [www.professorgarfield.org](http://www.professorgarfield.org).

Garfield has long been considered a "classic" or "evergreen" property because he has not only endured, but continues to be fresh and funny after over 30 years in the limelight.