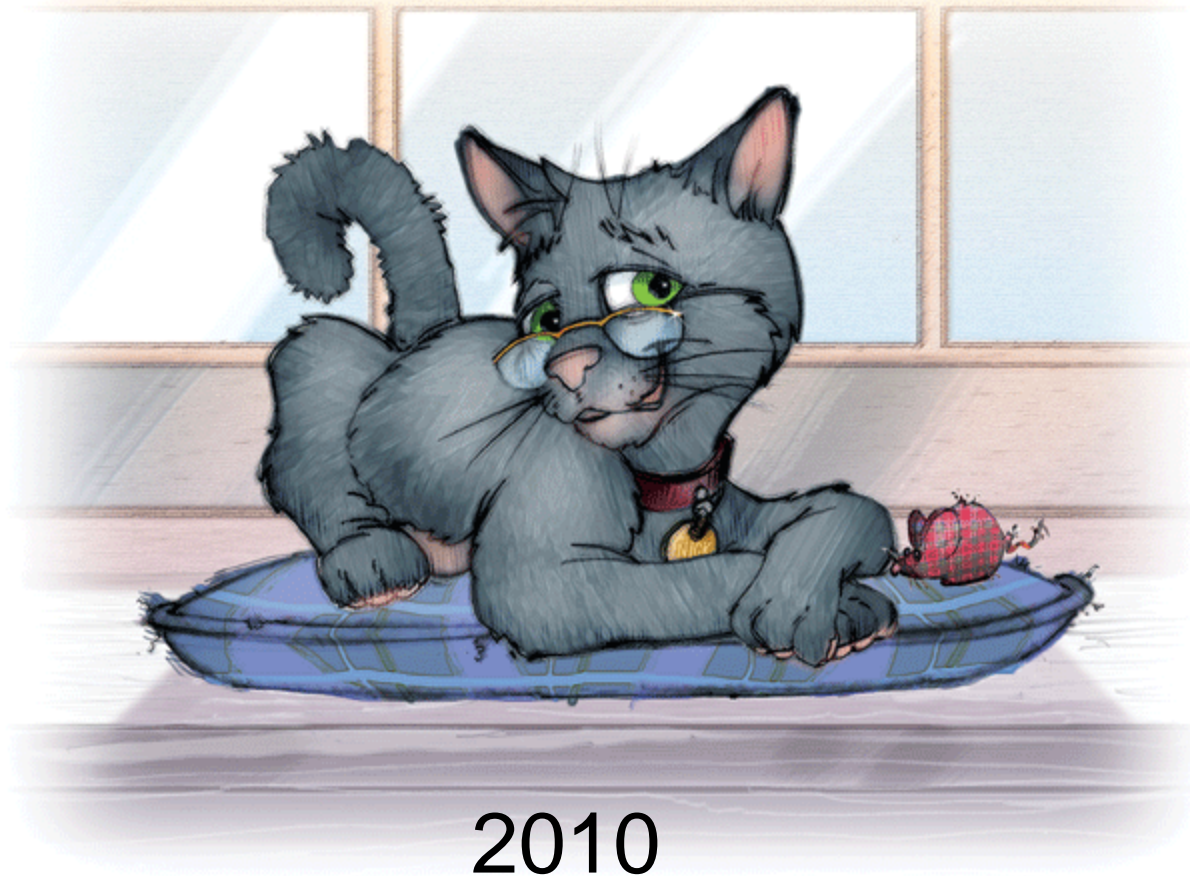


Nick The Wise Old Cat



2010

Nick the Wise Old Cat Presentation Topics

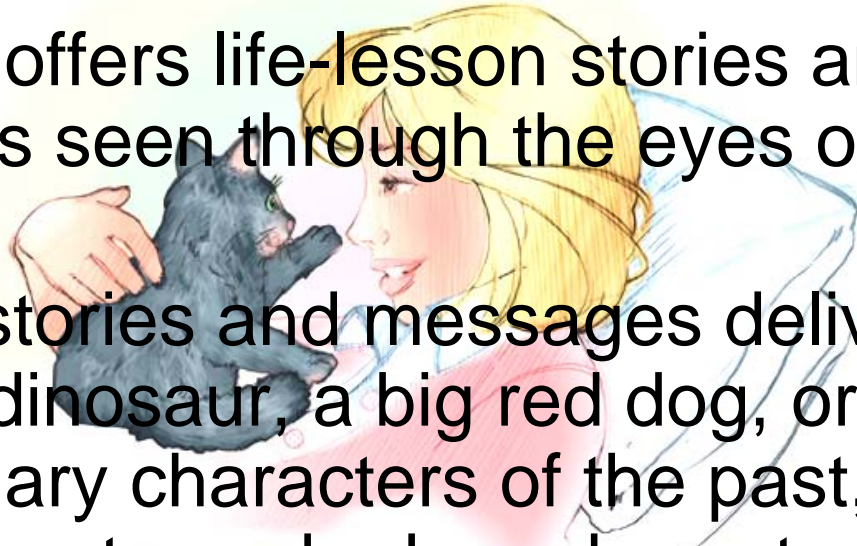
- Book Series Synopsis
- Series Scope/Future Titles
- Book-Related Product Offerings
- Target Audience
- Marketing Program
- Global Footprint/Roll Out Timing
- Book Endorsements
- Store Displays
- Author/Illustrator Biographies



Nick the Wise Old Cat Presentation

Book Series Synopsis

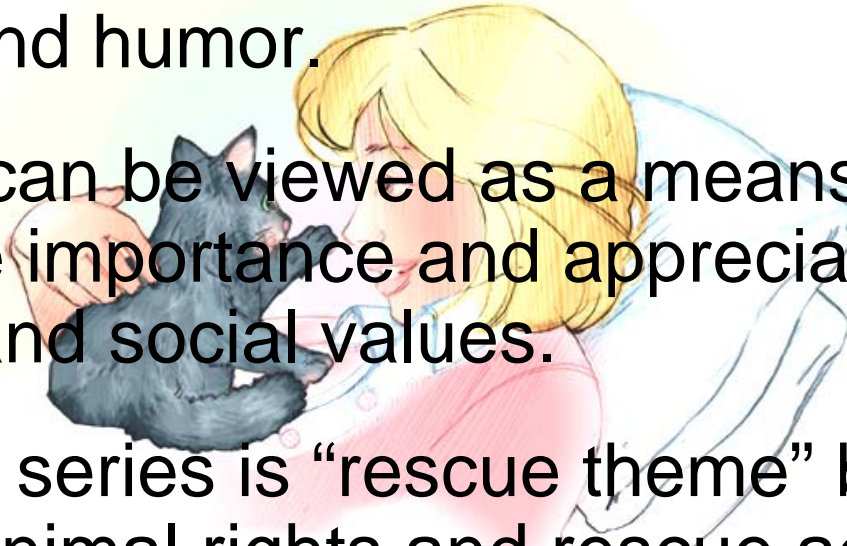
- Nick, a wise old cat, a loving, caring “nice lady,” and Nick’s adopted brother, are the central characters in this series.
- Each series offers life-lesson stories and messages as seen through the eyes of a “wise old cat”.
- Life-lesson stories and messages delivered not by a purple dinosaur, a big red dog, or countless other imaginary characters of the past, but by two real characters who have been together for the past twelve years.



Nick the Wise Old Cat Presentation

Book Series Synopsis

- The writing style is simple with words and imagery that capture the imagination of children through identifiable characters, real-life situations, and humor.
- The stories can be viewed as a means of restoring the importance and appreciation for life, family, and social values.
- Nick the Cat series is “rescue theme” based supporting animal rights and rescue advocacy. Effective fund raising vehicle for rescue advocacy groups and organizations.



Nick the Wise Old Cat Presentation

Series Scope/Future Titles

- Series I - The Importance of Family - Pre Publication Date: December 2009/National Publication Date April, 2010
 - » Book I - How I Found My Family
 - » Book II - How My Family Grew Overnight
 - » Book III - How My Family Changed
- Future Series Topics and Planned Publication Dates:
 - Series II - The Importance of Friendship - 2010 - 2011
 - Series III - The Importance of Our International Neighbors - 2011 - 2012
 - Series IV - The Importance of Being Green - 2012 - 2013
 - Series V - The Importance of Helping Others - 2013 - 2014
- As with Series I, each future series will be comprised of three books full of life lessons and value messages for young readers to grow by and cherish.
- Each book within a future series will be published in a 6 - 8 month interval.

Nick the Wise Old Cat Presentation Book-Related Product Offerings

- Offered January – June 2010
 - A talking Series CD of the author's voice as the "Nice Lady" reading the three books in Series I. January – Series I Animated Enhanced Talking Book DVD. April
 - Framed and matted illustrations in various formats signed by illustrator Dave Messing. *** January
 - Stuffed plush's of Nick as the Wise Old Cat and as the "Younger" along with other characters from the books as appropriate. April
 - Promotional Book Markers distributed to parents and children at all book signing events. January
- Offered in July - December 2010
 - Board books for newborns to enjoy and, create within them, an affinity for the older child's book version. September
 - China Introduction to Nick the Cat Series I. December
 - Nick the Cat themed decorative classroom banners/and educational materials for US market. July
 - North America Introduction of Book I from Series II - "The Importance of Friendship" Series July
 - Other Nick themed products as determined by market popularity and acceptance of the Nick the Wise Old Cat character among children and their parents. On-Going

Nick the Wise Old Cat Presentation

Book-Related Product Offerings

- Plush below is Nick as the Wise Old Cat.
- A plush of a younger Nick along with plush toys of Nick's favorite toy mouse and his brother, Baby Z are under design and development.
- All Plush Toys Available
April, 2010



Nick the Wise Old Cat Presentation Book-Related Product Offerings



Promotional Book Markers



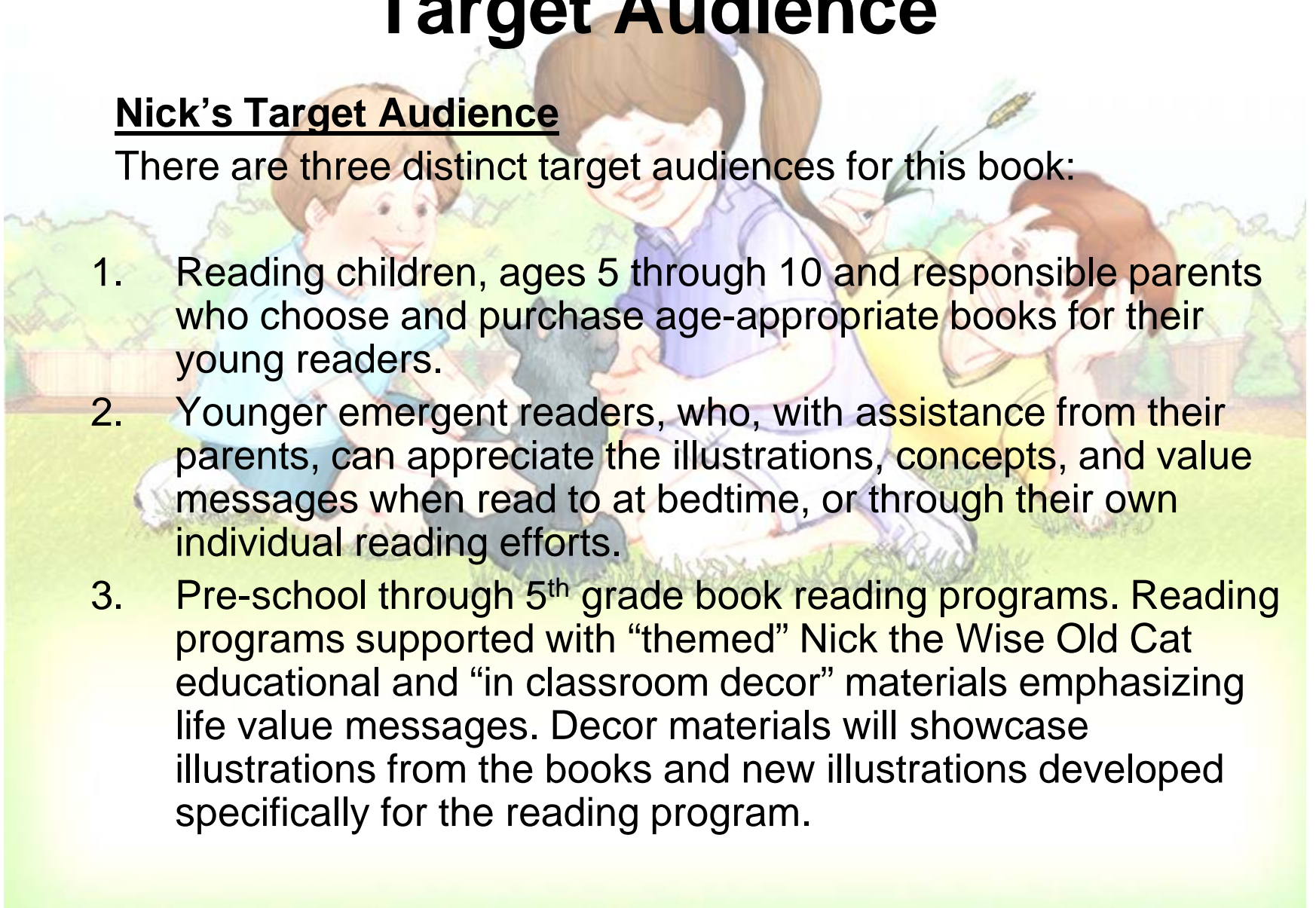
Nick the Wise Old Cat Presentation

Target Audience

Nick's Target Audience

There are three distinct target audiences for this book:

1. Reading children, ages 5 through 10 and responsible parents who choose and purchase age-appropriate books for their young readers.
2. Younger emergent readers, who, with assistance from their parents, can appreciate the illustrations, concepts, and value messages when read to at bedtime, or through their own individual reading efforts.
3. Pre-school through 5th grade book reading programs. Reading programs supported with “themed” Nick the Wise Old Cat educational and “in classroom decor” materials emphasizing life value messages. Decor materials will showcase illustrations from the books and new illustrations developed specifically for the reading program.



Nick the Wise Old Cat Presentation

Marketing Program

To achieve the greatest market awareness and acceptance of the *Nick the Wise Old Cat* series, an 8 point marketing plan has been developed.

1. Create pre-publication awareness and demand through an endorsement campaign launching in January, 2010. Campaign to feature a package mailing of the three books in Series 1 to book buyers, media houses, and international celebrities who have either young children of their own and/or an established record of supporting initiatives for children.
2. Planning efforts are currently underway to secure an aerial balloon entry of *Nick, the Wise Old the Cat* in the 2010 Macy's New York Thanksgiving parade. Consideration is being given to expanding entries into the Detroit and Chicago venues.
3. Establish Nick as the "poster animal" and "fund raising vehicle" for animal rescue advocacy groups. Adopt-a-Pet Executive Director, Abbie Moore has provided her book endorsement. Percentage of book sale proceeds will be directed to this organization.

Nick the Wise Old Cat Presentation

Marketing Program

4. Recognizing the universal appeal of children books to diversified cultures, an English/Mandarin educational book/CD offering is underway for a China introduction in December, 2010/January 2011.
5. As previously highlighted, all series books will be developed into board books for a younger audience to enjoy and, create within them, an affinity for the older child's book version.
6. A CD of the Nice Lady/Author reading the three books from each series will be merchandized as will a animated, book reading DVD.
7. High quality stuffed animals of book lead characters along with beautifully framed/matted, and stretched canvas "giclees" of selected illustration, will be made available for purchase.
8. To facilitate interactive "broadcast" information of *Nick the Wise Old Cat*, Nick's website (nickthecat.com) will be live in February, 2010.

Nick the Wise Old Cat Presentation

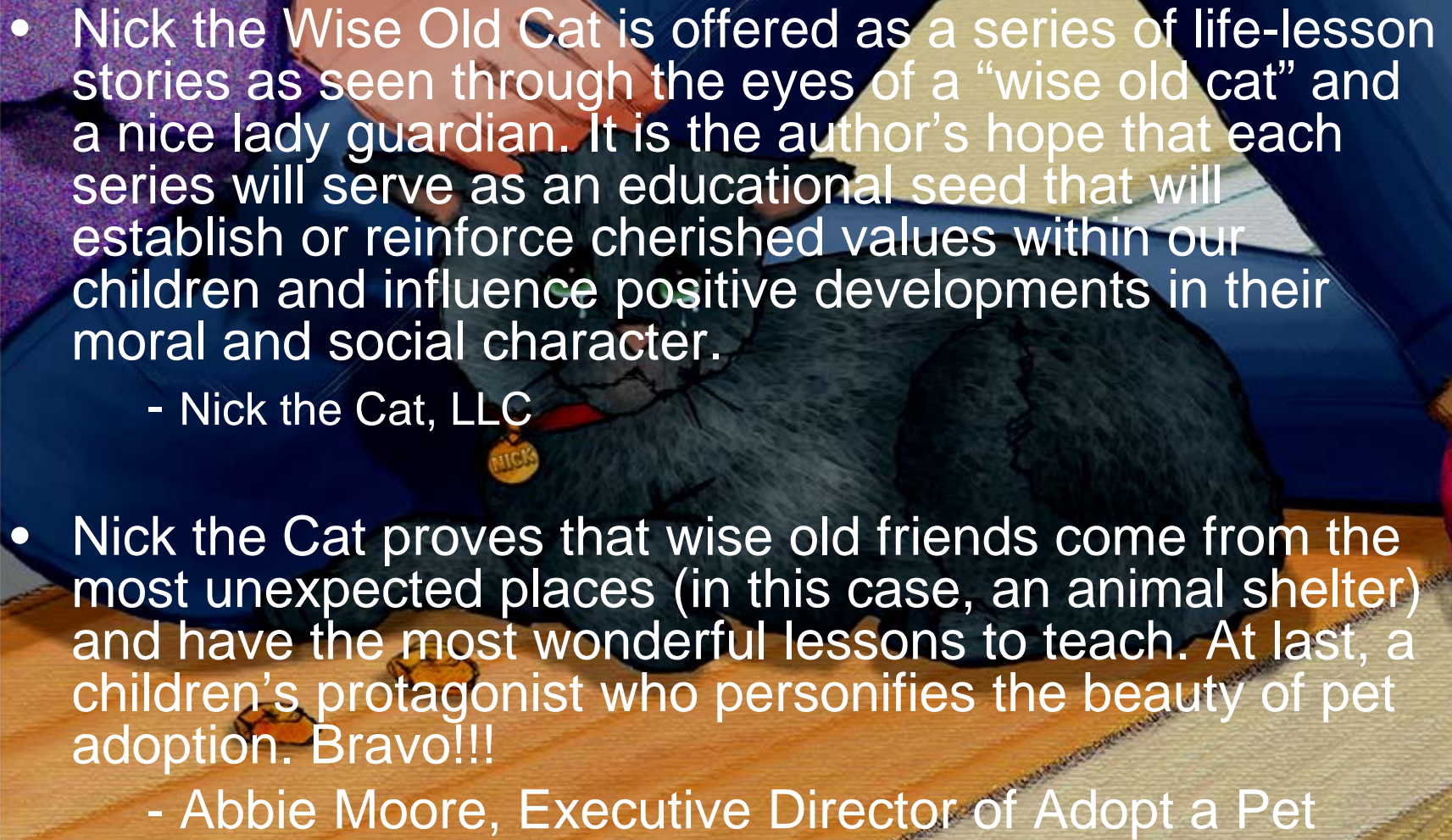
Global Footprint/Roll Out Timing

- 2010 - North America
- 2011 - China Mandarin/English Version
- 2010 - Western Europe English Version
- 2010 - Rest of World English Version
- 2011 - Western Europe French/German
- 2012 - Japan in Japanese
- 2012 - Italy in Italian
- 2013 - Other Non-English Speaking Countries



Nick the Wise Old Cat Presentation

Book Endorsements

- 
- Nick the Wise Old Cat is offered as a series of life-lesson stories as seen through the eyes of a “wise old cat” and a nice lady guardian. It is the author’s hope that each series will serve as an educational seed that will establish or reinforce cherished values within our children and influence positive developments in their moral and social character.
 - Nick the Cat, LLC
 - Nick the Cat proves that wise old friends come from the most unexpected places (in this case, an animal shelter) and have the most wonderful lessons to teach. At last, a children’s protagonist who personifies the beauty of pet adoption. Bravo!!!
 - Abbie Moore, Executive Director of Adopt a Pet

Nick the Wise Old Cat Presentation

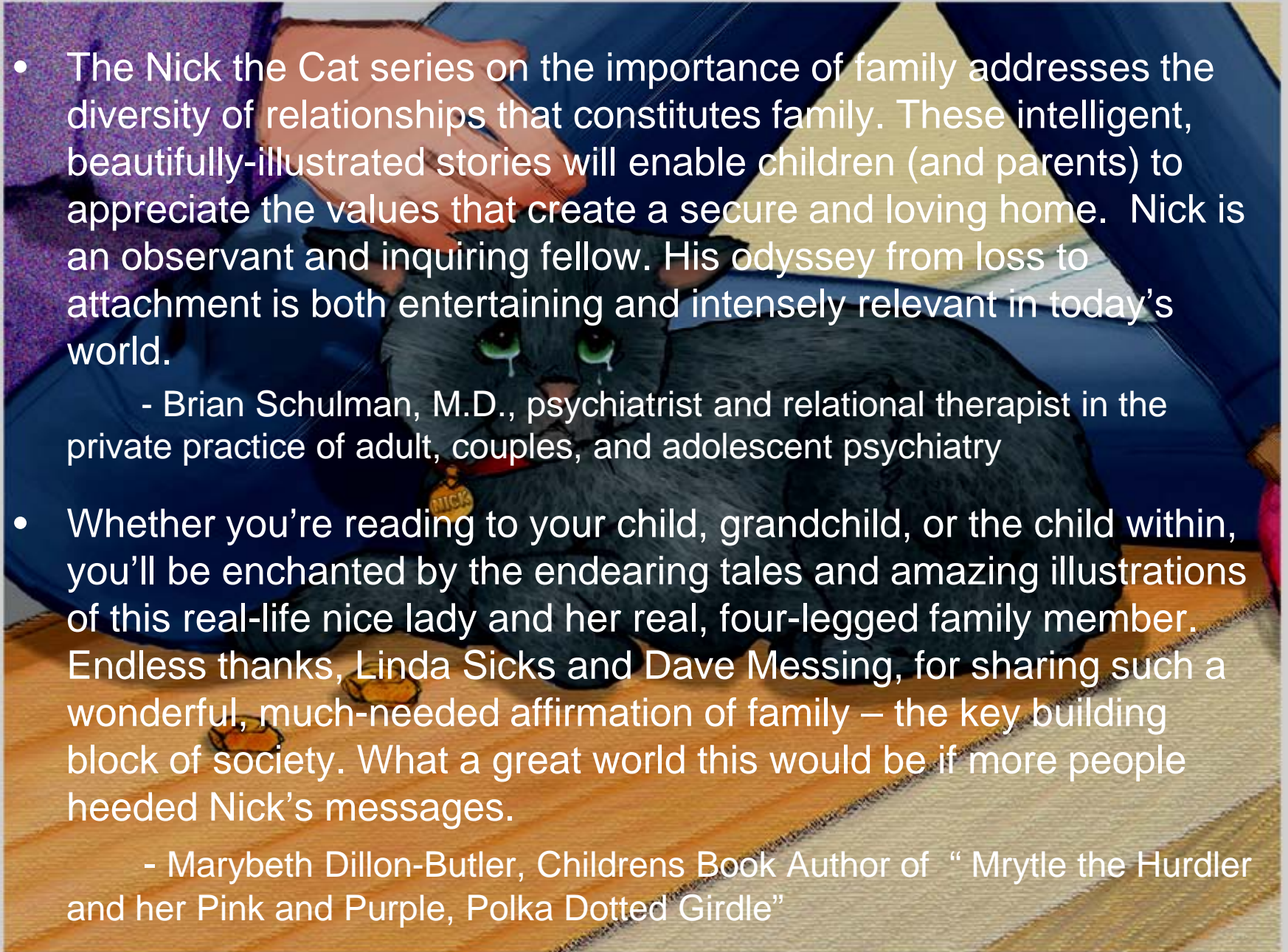
Book Endorsements

- The Nick the Cat series on the importance of family addresses the diversity of relationships that constitutes family. These intelligent, beautifully-illustrated stories will enable children (and parents) to appreciate the values that create a secure and loving home. Nick is an observant and inquiring fellow. His odyssey from loss to attachment is both entertaining and intensely relevant in today's world.

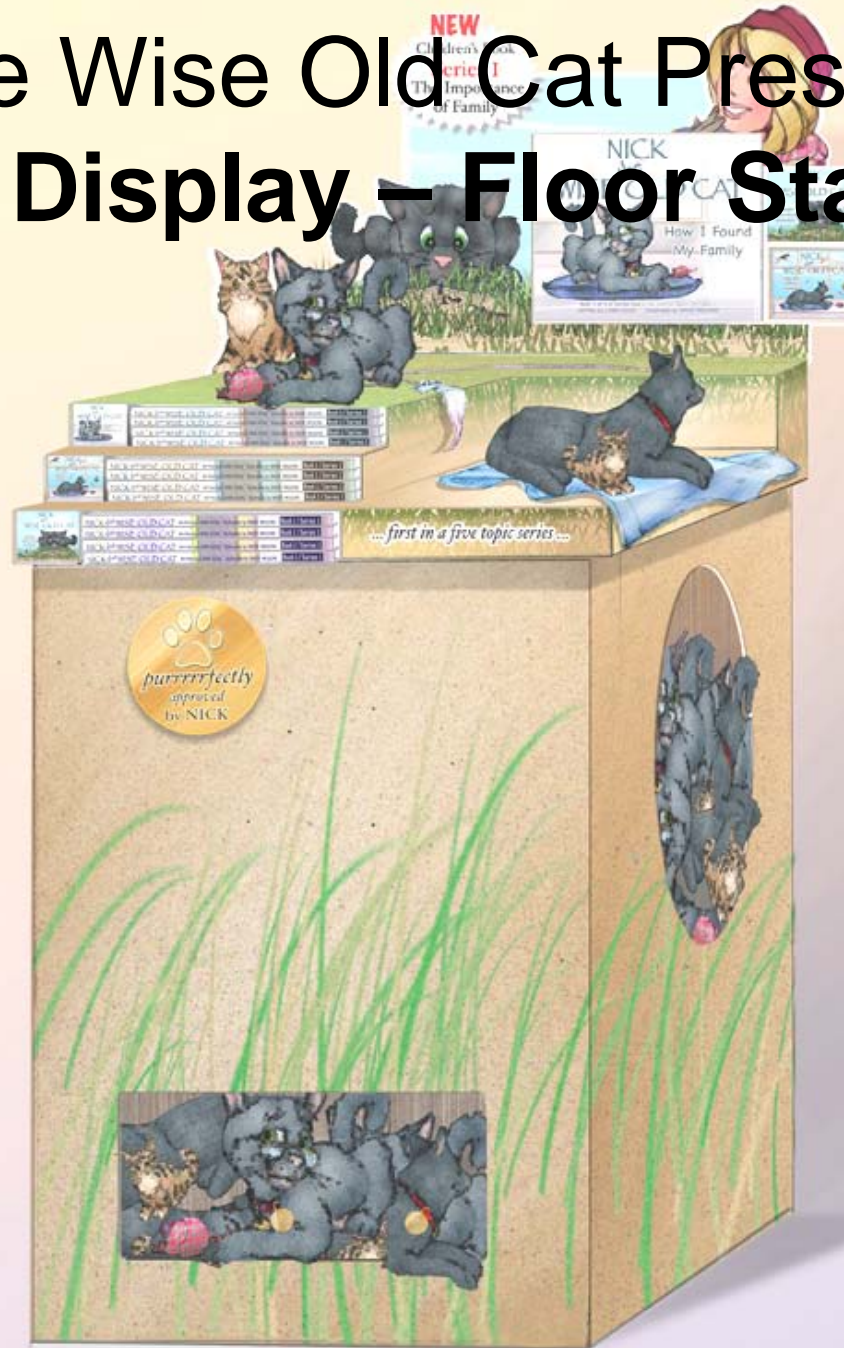
- Brian Schulman, M.D., psychiatrist and relational therapist in the private practice of adult, couples, and adolescent psychiatry

- Whether you're reading to your child, grandchild, or the child within, you'll be enchanted by the endearing tales and amazing illustrations of this real-life nice lady and her real, four-legged family member. Endless thanks, Linda Sicks and Dave Messing, for sharing such a wonderful, much-needed affirmation of family – the key building block of society. What a great world this would be if more people heeded Nick's messages.

- Marybeth Dillon-Butler, Childrens Book Author of " Mrytle the Hurdler and her Pink and Purple, Polka Dotted Girdle"



Nick the Wise Old Cat Presentation Store Display – Floor Standing



Nick the Wise Old Cat Presentation

Author/Illustrator Bio's

- **About the Author**

Linda Sick's authorship skills have been self developed through journalizing her daily life ever since she was a young girl. These experiences, as well as her endless search for spiritual and metaphysical answers to life's complexities as she entered early adulthood, naturally come together in the penning of Nick, the Wise Old Cat. The sensitivity, beauty, and simplicity of its prose effectively brings to life characters who have much to warmly share and teach the reader.

- **About the Illustrator**

Dave Messing is an advertising designer, illustrator, and teacher. With past work featured in films, print, television, billboards, national magazines, his recent focus has been illustrating children's books. His works in the children's book arena include, "Have You Filled Your Bucket Today," by Carol McCloud, "Myrtle the Hurdler," by Marybeth Dillion-Butler, and "Ryan and Ruby Go To Kindergarten," by Alexander McNeece and Wendy Betway.

His awards include:

- Best Children's Picture Book for 2007 – DIY International Book Festival, Writer's Digest, MOMS Choice Award, and Books and Authors.net
- Top Ten Children's Books 2007 Best You Can Be Award
- Silver/Gold 2008 Nautilus Book Awards
- Honorable Mention 2007 London Book Festival

