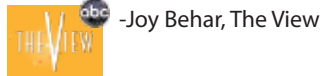


Dr. Elmo's Christmas Presence

♪ In 2010, the animated movie, "Grandma Got Run Over by a Reindeer" aired 13 times in primetime on the "CW" network and "The Cartoon Network." Dr. Elmo wrote the story, the songs, narrates, and voices the character of "Grandpa." The movie is scheduled to air in primetime again this December, 2011.

♪ "I like Grandma Got Run Over by a Reindeer, that's my favorite. I love that song. I start playing it, (Grandma) and that's how I know it's Christmas"



♪ Dr. Elmo performs on Good Morning America with the La Guardia High School Choir.

♪ New for 2011! iPhone "app" Grandma Got Run Over by a Reindeer.



♪ Dr. Elmo continued his media tour this past December. He appeared on 13 television shows, 149 radio interviews, and was mentioned in over 269 newspaper articles.

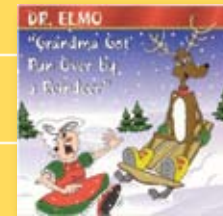
♪ "Grandma Got Run Over by a Reindeer" was certified GOLD in it's first year as a ringtone.

♪ Dr. Elmo is Sony Music's #2 selling Christmas artist. He sold over 11 million copies of "Grandma Got Run Over by a Reindeer."

♪ Hallmark releases it's new Dr. Elmo keepsake ornaments, and greeting cards for 2011.



♪ *Nightly Scoreboard's* David Asman cuts loose with Dr. Elmo.



♪ Dr. Elmo's Bluegrass Christmas ranked #6 on Billboard's Bluegrass Chart this past December.



♪ *The man behind that egregious song (sorry) is actually a bluegrass banjo player of no small note, and if you doubt it, his recording of "Greensleeves," on his "Dr. Elmo's Bluegrass Christmas" will convince you.*

Susan Campbell, *Hartford Courant*

♪ Dr. Elmo is both a commentator and featured guest on the BRAVO channel's "Greatest Things About the Holiday's."

♪ Dr. Elmo performs with "The Roots" on the Jimmy Fallon Show, December 2010.

♪ Over 3 million Dr. Elmo singing reindeer toyshave been sold at Walmart, CVS and Rite Aid.

♪ Dr. Elmo currently has 26 videos on YouTube, with over 2.2 million page views.



♪ Dr. Elmo's recording of "Grandma Got Run Over by a Reindeer" is featured in the motion pictures, DECK THE HALLS, starring Danny DeVito and Matthew Broderick and JARHEAD starring Jake Gyllenhaal and Jamie Foxx.

♪ "The most successful new Christmas song of the past three decades was "Grandma Got Run Over by a Reindeer," which became popular in 1983."



♪ Dr. Elmo performs in concerts every holiday season. He has performed at the Jingle Ball with Hilary Duff, Avril Lavigne, and Gwen Stefani, and at the Wiltern Theater on the Mark and Brian Show on the bill with Peter Frampton, Pat Benatar, and George Thorogood. Most recently, with John Pinette at the Vic Theater.

♪ AMERICAN GREETINGS Licenses Dr. Elmo's recordings for 2011 greeting cards, gift bags, and party goods.