

stretch her hair into any shape and her brother Kewl Breeze can create ice projectiles. Together they battle villain scientist Stankfoot, creator of the compound and his mutant army.

Based on the past success of its comic books, Skechers, as part of its back-to-school promotion, will insert "Zevo-3" sneak preview DVDs into 1 million shoeboxes that will hit in late summer at U.S. retailers.

"We will leverage the marketing and promotional power of the Skechers brand at retail to raise the visibility of Zevo-3 in a truly impactful way," says Van Cott. "This promotion will generate brand awareness among the exact audience we need to reach. We are confident this will result in enhanced viewership once the series takes to the airwaves."

Several other kids' programs are under development, says Van Cott, including direct-to-DVDs, for "Hydee Hy-Top" and "Twinkle Toes," both Skechers footwear brand names.



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# ProQuest

Databases selected: Multiple databases...

## **KIDS' BUZZ: CHILLED OUT...TAKING IT DOWN...POLITICAL STEPS**

**Footwear News** : FN. New York: Jul 24, 2006. Vol. 62, Iss. 30: pg. 147

### **Abstract (Summary)**

Hush Puppies, a division of Rockford, Mich.-based Wolverine World Wide, is introducing its patented WaveReflex technology into its kids' line for spring '07. According to the company, reverse "action waves," or grooves, on the shoes' soles deliver enhanced comfort and flexibility. WaveReflex will be featured on four girls' styles for spring: the Wake, Breeze, Tide and Cabana, all retailing at \$45. WaveReflex styles for boys will be added to the lineup for fall '07.

### **Full Text** (600 words)

*Copyright © 2006 Fairchild Publishing Inc.*

#### Chilled Out

Manhattan Beach, Calif.-based Skechers is rolling out a new series of sneakers for boys that incorporates what's described as "air cooling" technology. Dubbed Airators, each shoe features a ventilated foot bed, pumping chamber and perforated insole that fuse into a shock-absorbing, moisture-management system.

As a special gift-with-purchase, each pair of Airators (above) sold comes with a free comic book chronicling the adventures of Kewl Breeze, a superhero character created by Skechers to promote the line. The shoes are priced to retail for \$47 in department stores and chains where other Skechers product is sold.

#### Taking It Down

Steve Madden is courting the stroller set with its first-ever series of crib shoes. The offering consists of teeny-tiny takedowns of some of the company's most popular styles, including metallic ballet flats (below, right). Sizes range from 0 to 3.

Also, building on the successful soft launch of its new toddler program last season, the Long Island City, N.Y.-based company is charging ahead with an expanded assortment for spring '07. Styles on tap include huaraches, cork-bottom sandals and wedge espadrilles. Available in sizes 5 to 12, the toddler line retails from \$20 to \$25.

#### Political Steps

Just in time for the U.S. midterm elections this November, British baby shoe brand Starchild (distributed by Washington, D.C.-based TrendyKid) has introduced a pair of politically themed bootie styles. With the "Vote With Your Feet" collection, kids too young to fill out a ballot can let the world know whether they lean left or right by sporting shoes featuring either the Democrat donkey logo or the Republican elephant logo.

The shoes, which are handcrafted from Italian leather, are offered in sizes 0 to 24 months. Custom sizes are also available for older kids looking to show some political spirit. The booties will retail for \$27 at specialty stores around the country.

#### Bagging It

Encouraged by the concept's success within its women's line, Nine West, White Plains, N.Y., is now offering its "Luv My Flats" ballerinas-in-a-bag in girls' sizes for spring '07. Perfect for the on-the-go girl, the ballet flats (below) come folded up inside a matching drawstring pouch. Colors include white, black, gold, silver and pastel metallics like flamingo pink, spring green and aqua. Playful printed versions featuring feminine motifs such as butterflies will also be offered. Available in sizes XS to XL, the flats will retail for \$29 at department stores and specialty retailers.

## Sea Dogs

Hush Puppies, a division of Rockford, Mich.-based Wolverine World Wide, is introducing its patented WaveReflex technology into its kids' line for spring '07. According to the company, reverse "action waves," or grooves, on the shoes' soles deliver enhanced comfort and flexibility. WaveReflex will be featured on four girls' styles for spring: the Wake, Breeze, Tide and Cabana, all retailing at \$45. WaveReflex styles for boys will be added to the lineup for fall '07. The Hush Puppies kids' line is sold through a mix of independent and department stores.

## Baby Talk

Brazilian brand Havaianas, whose rubber flip-flops have acquired a cult following the world over, has expanded its kids' offering to include styles for babies. The offering consists of two groups: Pets, a series of solid-colored styles with a single animal applique at the intersection of the two straps; and Estampas, a lineup of styles featuring printed footbeds. The infant-sized flip-flops have been modified with an elastic strap at the heel for a secure fit. Available in sizes 4 to 8, the sandals retail for \$17 a pair in boutiques and department stores. The Havaianas line is sold and distributed in the States by Oxnard, Calif.-based Style West.

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Business Wire

January 6, 2009 Tuesday 1:59 PM GMT

## **SKECHERS Footwear Announces Licensing Agreement with Adjmi Apparel to Produce Children's Clothing Line**

**LENGTH:** 1118 words

**DATELINE:** LOS ANGELES

SKECHERS USA (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that Adjmi Apparel Group has been named the licensee for a new SKECHERS-branded children's clothing line set to launch in Fall 2009 at department, specialty and online retailers that carry SKECHERS Kids footwear.

Through this agreement, Adjmi will design, distribute and market a line of fashionable and comfortable SKECHERS apparel for boys 12 months through size 7, and girls in 12 months through size 16.

"SKECHERS Kids has become the number one children's footwear resource for many key accounts and independents," stated Michael Greenberg, president of SKECHERS. "Our colorful and comfortable range has met the needs of the smaller set for fifteen years, and has continued to grow - thanks in part to the birth of our characters - Elastika®, Kewl Breeze®, Super Z Strap® and HyDee Hi-Top®. On most weekends and through many weeknights, we are entertaining children on leading network and cable stations with creative, memorable and appealing spots. We hear the positive reaction from accounts as children and their parents request the latest styles they saw on TV. The demand for SKECHERS Kids footwear is ever growing, and developing cool apparel will create a head-to-toe SKECHERS experience. We're excited to have Adjmi on board and look forward to the first collection."

"SKECHERS Kids is considered to be one of America's top children's footwear brands," said Eric Adjmi, founder of the Adjmi Apparel Group. "The diversity of SKECHERS' distribution and account base is in synch with the range of our family of apparel brands. We're looking forward to our first delivery and to a long partnership with SKECHERS."

The agreement with Adjmi follows a domestic licensee deal with The Betesh Group to produce SKECHERS bags.

### **ABOUT ADJMI APPAREL GROUP**

Adjmi Apparel Group based in New York City was founded in 1976 as a children's apparel importer. It has since developed into four prominent companies in the apparel industry - covering boys' newborn through menswear and girls' newborn through ladies ready-to-wear. Each of these four companies is focused to a specific market in the industry.

### **ABOUT SKECHERS USA, Inc.**

SKECHERS USA, Inc., based in Manhattan Beach, California, designs, develops and markets a diverse range of footwear for men, women and children under the SKECHERS name, as well as under several uniquely branded names. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, as well as in over 100 countries and territories through the Company's global network of distributors and subsidiaries in Canada, Brazil, and across Europe, as well as through joint ventures in China and Hong Kong. Please visit [www.skechers.com](http://www.skechers.com) or call the Company's information line at 877-INFO-SKX.

This announcement may contain forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or simply state future results, performance or achievements, and can be identified by the use of forward-looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will be," "will continue," "will result," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those

projected in forward-looking statements. Factors that might cause or contribute to such differences include international, national and local general economic, political and market conditions; intense competition among sellers of footwear for consumers; changes in fashion trends and consumer demands; popularity of particular designs and categories of products; the level of sales during the spring, back-to-school and holiday selling seasons; the ability to anticipate, identify, interpret or forecast changes in fashion trends, consumer demand for the products and the various market factors described above; the ability to maintain brand image; the ability to sustain, manage and forecast growth and inventories; the ability to secure and protect trademarks, patents and other intellectual property; the loss of any significant customers, decreased demand by industry retailers and cancellation of order commitments; potential disruptions in manufacturing related to overseas sourcing and concentration of production in China, including, without limitation, difficulties associated with political instability in China, the occurrence of a natural disaster or outbreak of a pandemic disease in China, or electrical shortages, labor shortages or work stoppages that may lead to higher production costs and/or production delays; changes in monetary controls and valuations of the Yuan by the Chinese government; increased costs of freight and transportation to meet delivery deadlines; violation of labor or other laws by independent contract manufacturers, suppliers or licensees; potential imposition of additional duties, tariffs or other trade restrictions; business disruptions resulting from natural disasters such as an earthquake due to the location of domestic warehouse, headquarters and a substantial number of retail stores in California; changes in business strategy or development plans; changes in economic conditions that could affect the ability to open retail stores in new markets and/or the sales performance of existing stores; the ability to attract and retain qualified personnel; the disruption, expense and potential liability associated with existing or unanticipated future litigation; and other factors referenced or incorporated by reference in the Company's Form 10-K for the year ended December 31, 2007 and the Company's Form 10-Q for the quarter ended September 30, 2008. The risks included here are not exhaustive. We operate in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on the business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.

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March 5, 1992

THE MEDIA BUSINESS: ADVERTISING

## **THE MEDIA BUSINESS: ADVERTISING; Commercial Cartoon Furor Grows**

By STUART ELLIOTT

In the latest skirmish over marketing to children, a coalition of advocacy organizations is seeking to block a proposed television show that would star Chester Cheetah, an animated character originally intended to sell snack food.

They are concerned that there will be a rush of similar characters from ads into programs. Indeed, there are also plans for a syndicated cartoon series that would star Cheesasaurus Rex, a cheese-colored dinosaur that appears in advertising for Kraft Macaroni and Cheese Dinner.

Seven organizations, including Action for Children's Television and the Center for Science in the Public Interest, will file a petition in Washington today with the Federal Communications Commission. They will ask for a declaratory ruling that the show, titled "Yo! It's the Chester Cheetah Show!," would be no more than a "program-length commercial."

Though the debate over the boundaries of propriety in programming and advertising aimed at children has raged for decades, this contretemps marks a new turn.

Chester Cheetah -- an animated beast that sells Cheetos, a cheese-flavored snack made by Frito-Lay Inc. -- has become the demon symbol for children's advocacy groups in the same way that Joe Camel, the cartoon animal in Camel cigarette advertising, has become the epitome of evil for those opposed to smoking among the young.

Here, the organizations contend that it is exploitative and improper for a character like Chester Cheetah, created in 1986 by the DDB Needham Worldwide advertising agency expressly to sell products, to cross over into the world of entertainment.

They were also furious in December, when Ronald McDonald, the clown character who appears in advertising aimed at children for the McDonald's Corporation, played host for CBS's first "Ronald McDonald Family Theater" special, called "The Wish That Changed Christmas." (CBS said the program complied with all network and F.C.C. policies.)

The "Chester Cheetah Show" has been under development at the Fox Broadcasting Company for possible inclusion in the fall 1992 schedule as a Saturday morning cartoon on the Fox

Children's Network.

"His only previous television appearances," the petition said, "indeed his entire existence, have been in traditional commercial spots designed to sell a product." That renders any program in which such a character would be featured the equivalent of a "program-length commercial," the petition added, and thus "fails to strictly separate programming material from commercial matter," as required under F.C.C. regulations.

The petition marks the first time that Action for Children's Television "has moved in on something before it became a program," Peggy Charren, the organization's president, said in a telephone interview yesterday from Cambridge, Mass. She continued, "But we thought: 'This isn't a program. It's an ad.'"

Advertising and marketing executives responsible for the trend counter that what they do is not significantly different from using classic characters like Mickey Mouse, Babar and Curious George, which originated in books or films, to sell dolls, toys or other products.

"Yes, he's coming from the opposite direction," Tod MacKenzie, a spokesman for Frito-Lay in Dallas, said of Chester Cheetah, "and started his life as a spokesperson."

"But there's little on now that hasn't gone to the commercial side," he added. "If we can come up with a worthwhile program, offering something informative and entertaining, is that necessarily bad?"

Margaret Loesch, president of the Fox Children's Network in Los Angeles, the largest children's commercial television network, disputed the advocates' objections.

"A child doesn't know if a character was created first for a comic book or a book or a toy or a logo," she said. "And the fact that a Mickey Mouse cartoon sells Disneyland and toys and books is not an issue? That's absurd."

Ms. Loesch added that "extended and protracted negotiations" over the project were continuing and that no agreement had yet been reached. One aspect prolonging those discussions, she said, has been Fox's "concern that we have a good product that doesn't show us to be irresponsible broadcasters."

"It's not our goal to sell Frito-Lay products," she said. Not only would Fox comply with F.C.C. policies and exclude Cheetos spots from the show, she added, but the network would also "be willing not to run Cheetos commercials anywhere on our Saturday-morning schedule."

In television commercials and in ads on the backs of Cheetos packages, Chester Cheetah -- a self-described "hip kitty," designed to appeal to the young males who most ardently devour salty snacks -- says, "I'm a cool dude in a loose mood." His routine is that his blase behavior lasts only until he sees Cheetos, when, he says, "my cool turns to drool while my snout and eyeballs pop out."

Chester Cheetah's popularity was underscored last year, when Frito-Lay introduced a variety of Cheetos, called Cheetos Paws, inspired by him. The character also appears on that product's packaging.

"Some of the most lovable characters around come from the world of commerce," said John Frierson, a principal in Frierson Mee & Herman, a New York agency specializing in toy advertising.

Among examples he cited were the California Raisins, which originated in advertising for the California Raisin Advisory Board and subsequently appeared in animated television specials and sold products like T-shirts and figurines.

Photo: Planned cartoon shows based on characters like Kraft's Cheesasaurus Rex and Cheetos Chester Cheetah are under fire. (Naum Kazhdan/The New York Times)

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**The New York Times**

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March 31, 1992  
THE MEDIA BUSINESS

## **THE MEDIA BUSINESS; TV Cartoon Plans Are Dropped**

Animated characters that originated in advertising seem unlikely to cross over into children's television programming anytime soon.

Two proposals to base children's shows on such characters are no longer under consideration. A spokeswoman for Kraft General Foods said yesterday that a proposed syndicated series based on Cheesasaurus Rex, a dinosaur character that appears in advertising aimed at children for the Kraft Macaroni and Cheese Dinner, was "a gleam in a brand manager's eye."

Earlier this month, it was reported that negotiations had ended over plans to create a program for the Fox Children's Network based on Chester Cheetah, a character featured in advertising for Frito-Lay's Chee-tos snacks.

"We feel we have zapped, for the time being, the problem of logos turning into half-hour programs," said Peggy Charren, president of Action for Children's Television in Cambridge, Mass.

Ms. Charren's advocacy organization has been leading a fight against ad characters' appearing in programs, saying their presence would represent an invasion by commercial values. Proponents asserted, however, that the characters' origins would not matter if the programs were entertaining and educational.

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SKECHERS PRESENTS

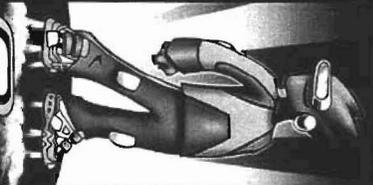
KEWL BREEZE

AND HIS AIR-FUELED

PIRATORS

JR.

S VOL. #3



DOODGE BALL

DESTRUCTION

MATT MARTIN IS JUST YOUR AVERAGE 5TH GRADE KID...



...BUT WHEN HE PUTS ON HIS SPECIAL AIR-FUELED SNEAKERS, HE TRANSFORMS INTO...



# KEWL BREEZE

KEWL BREEZE USES HIS SUPER POWERS TO PROTECT CHILDREN EVERYWHERE FROM THE SWEATY FORCES OF EVIL DR. STANKFOOT!

MATT AND STEWIE WAIT FOR THEIR TEACHER IN GYM CLASS... LITTLE DO THEY KNOW, TODAY'S CLASS IS GOING TO BE VERY STRANGE!



I HOPE WE PLAY DODGE BALL TODAY...

WELL, IF WE DO... I'M HIDING BEHIND YOU!

I WONDER WHERE COACH SMITH IS?

ATTENTION CLASS!



I'VE GOT BAD NEWS AND GOOD NEWS, MY LITTLE ANKLE-BITERS...

COACH SMITH IS HOME WITH THE FLU...

BUT THE GOOD NEWS IS THAT I'LL BE YOUR SUBSTITUTE GYM TEACHER TODAY!

MATT IMMEDIATELY KNOWS IT'S THE WICKED DR. STANKFOOT!



UH-OH! I'D BETTER TURN INTO KEWL BREEZE FAST!

UH, DOCTOR ST-- I MEAN, COACH! CAN I GET A DRINK OF WATER?



HURRY UP, SHORTY, YOU DON'T WANT TO MISS THE FUN!

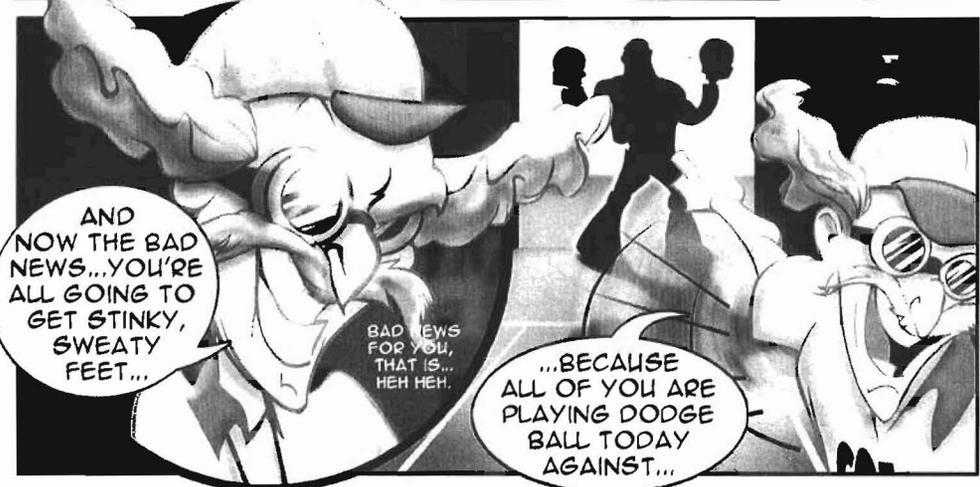


MORE GOOD NEWS KIDS! TODAY WE'RE PLAYING DODGE BALL!

VIOLA!

AWESOME!

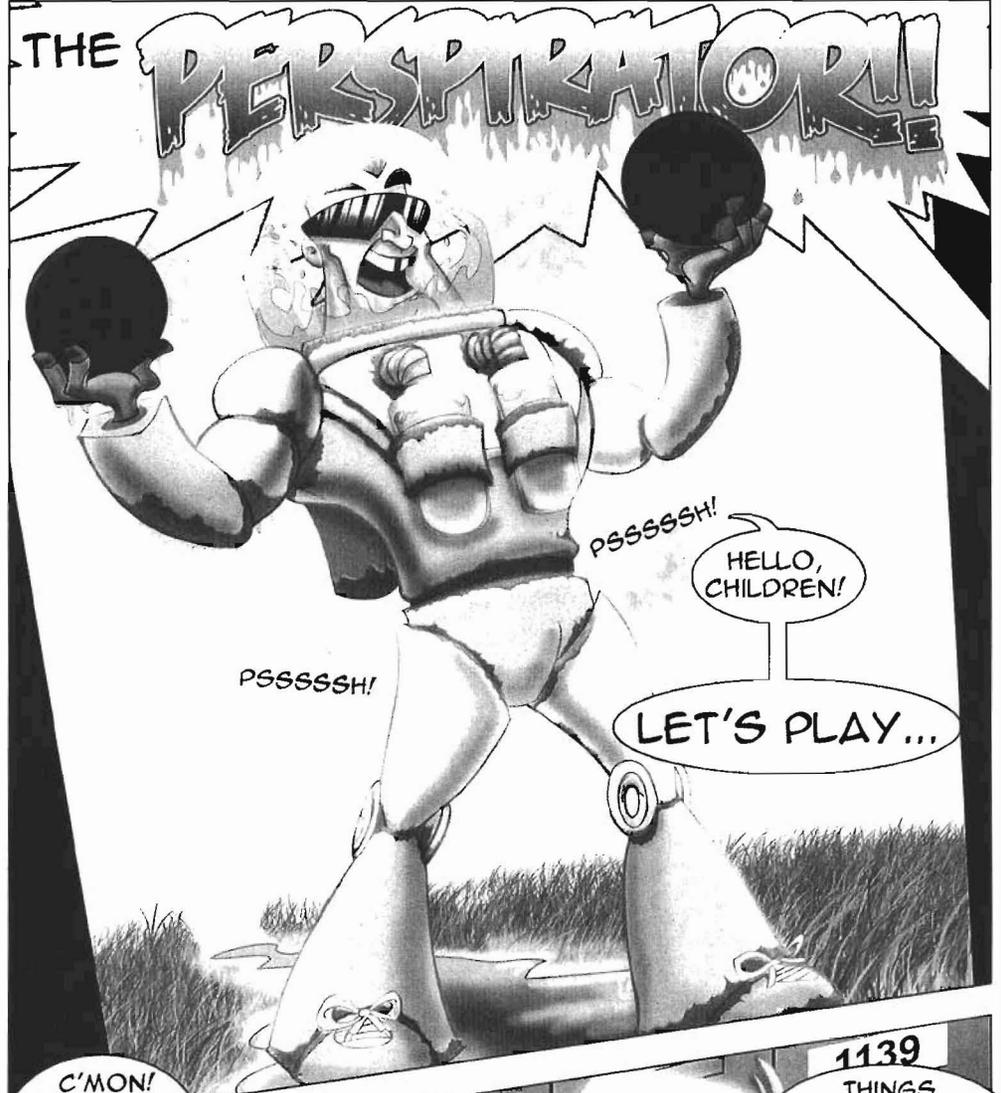
COOL!



AND NOW THE BAD NEWS...YOU'RE ALL GOING TO GET STINKY, SWEATY FEET...

BAD NEWS FOR YOU, THAT IS... HEH HEH.

...BECAUSE ALL OF YOU ARE PLAYING DODGE BALL TODAY AGAINST...



C'MON! SIX TO THE LEFT, EIGHT TO THE RIGHT...

PSSSSSH!

HELLO, CHILDREN!

PSSSSSH!

LET'S PLAY...



1139 THINGS DON'T SOUND TOO GOOD OUT THERE!

AIEEE! GRODY! Not the face...

MEANWHILE, THE KIDS ARE GETTING BEATEN IN DODGE BALL!



DODGE BALL?!? THIS IS MORE LIKE SWEAT BALL!

HE THROWS WAY TOO HARD!

THE WHOLE PLACE SMELLS LIKE ROTTEN SOCKS!!

FINALLY! STANKFOOT'S PLAYING TOO HOT...



139

YANK!

IT'S TIME FOR HIM TO "KEWL" DOWN A BIT!

KEWL BREEZE ARRIVES JUST IN TIME!

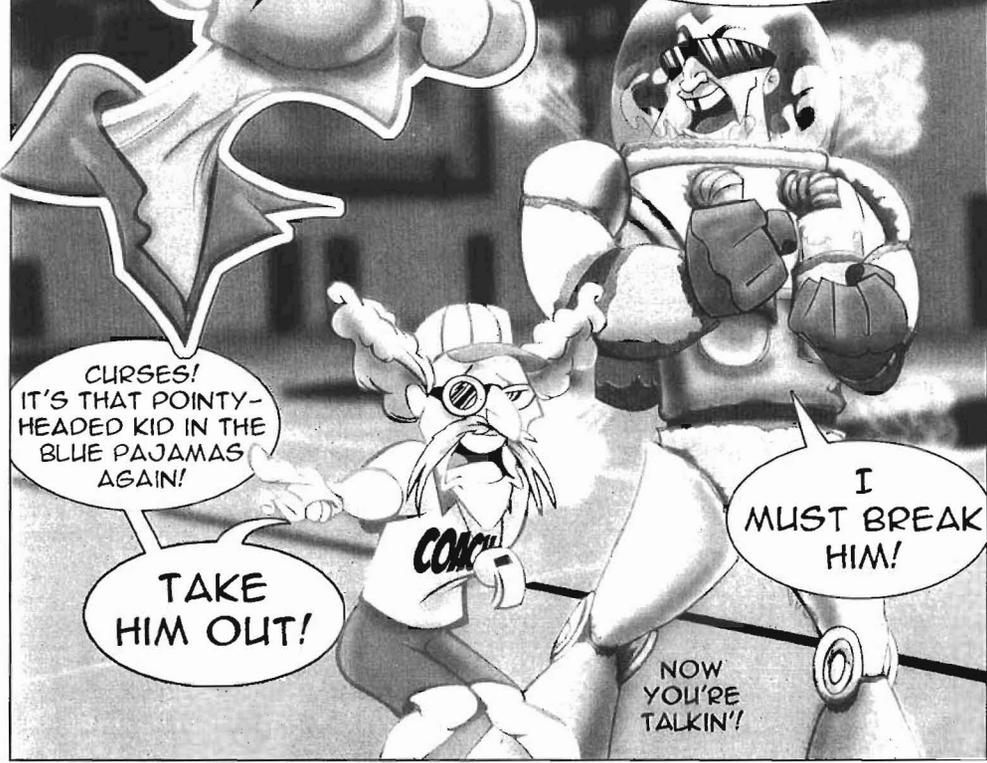


HEY, KIDS! MIND IF I PLAY?

YAY! IT'S KEWL BREEZE!

AWESOME SHOES!

**TREEEET!**  
TIME OUT!



CURSES! IT'S THAT POINTY-HEADED KID IN THE BLUE PAJAMAS AGAIN!

TAKE HIM OUT!

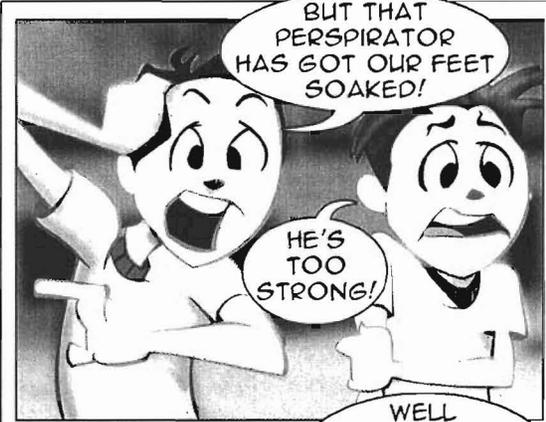
I MUST BREAK HIM!

NOW YOU'RE TALKIN'!



LISTEN UP, GUYS! WE HAVE TO WORK AS A TEAM!

THEY WERE RIGHT HERE A SECOND AGO...



BUT THAT PERSPIRATOR HAS GOT OUR FEET SOAKED!

HE'S TOO STRONG!

WELL HERE'S OUR SECRET WEAPON... AIRATORS BY SKECHERS!



WITH AIRATORS ON THEIR FEET, THE KIDS ASSEMBLE AS A TEAM!

ALRIGHT, PERSPIRATOR, LET'S DO THIS!!



THERE WILL BE NO MERCY!

YEAH... WHATEVER THAT MEANS... GO!!!



### AIRATORS HAS AIR BAG TECHNOLOGY!

THE AIR BAG FILLS WITH AIR WITH EACH STEP YOU TAKE, THEN IT BLOWS AIR OUT RIGHT IN BETWEEN YOUR TOES.

STEP



NOT ONLY DOES IT ACT AS A SHOCK ABSORBER, IT ALSO KEEPS FRESH AIR FLOWING THROUGHOUT YOUR FOOT!

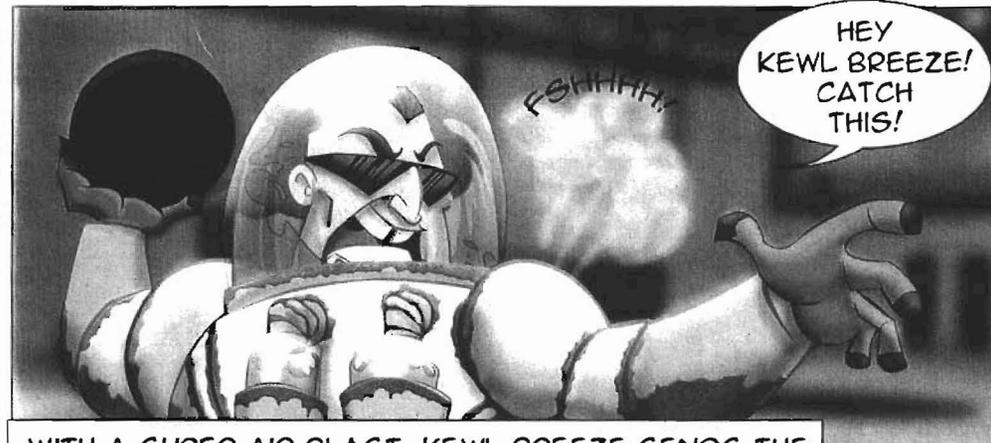
AND FRESH, DRY AIR MEANS NO STINKY, SWEATY FEET!



DUDE! THESE ARE COOL!

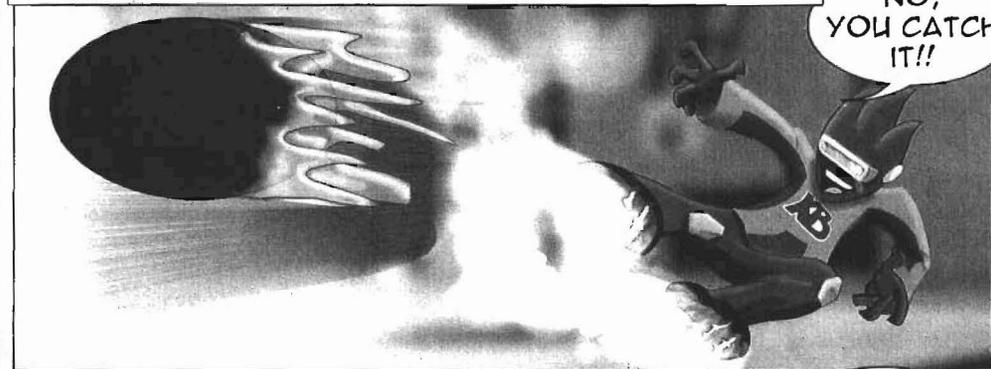


WITH POWERFUL THROWS AND SOLID TEAMWORK, KEWL BREEZE AND THE BOYS ARE WINNING!

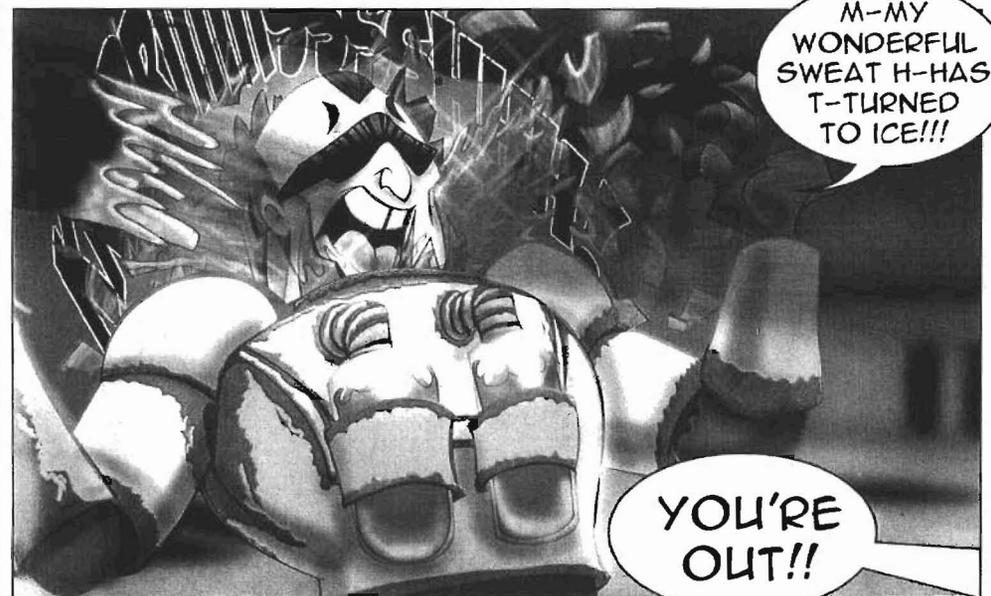


HEY KEWL BREEZE! CATCH THIS!

WITH A SUPER AIR BLAST, KEWL BREEZE SENDS THE ICE BALL BACK TO THE PERSPIRATOR!



NO, YOU CATCH IT!!



M-MY WONDERFUL SWEAT H-HAS T-TURNED TO ICE!!!

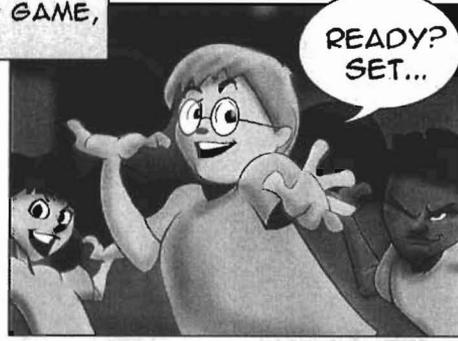
YOU'RE OUT!!

...WITH THE PERSPIRATOR OUT OF THE GAME,  
STANKFOOT STANDS ALONE...



OKAY,  
KIDS...  
EASY...

FUN IS FUN...



READY?  
SET...



BHONG!

PHANG!

YIPE!

OKAY!  
I'M OUT!  
I GIVE UP!  
OUCH!

WE WIN!!  
THANKS, KEWL  
BREEZE!

DON'T  
THANK ME...  
WE WON  
TOGETHER AS  
A TEAM!

LOOK FOR THE NEXT ADVENTURES OF KEWL BREEZE,  
COMING TO A SHOEBOX NEAR YOU!

**SKECHERS** PRESENTS



**S** VOL. 2

# 7 STRAP

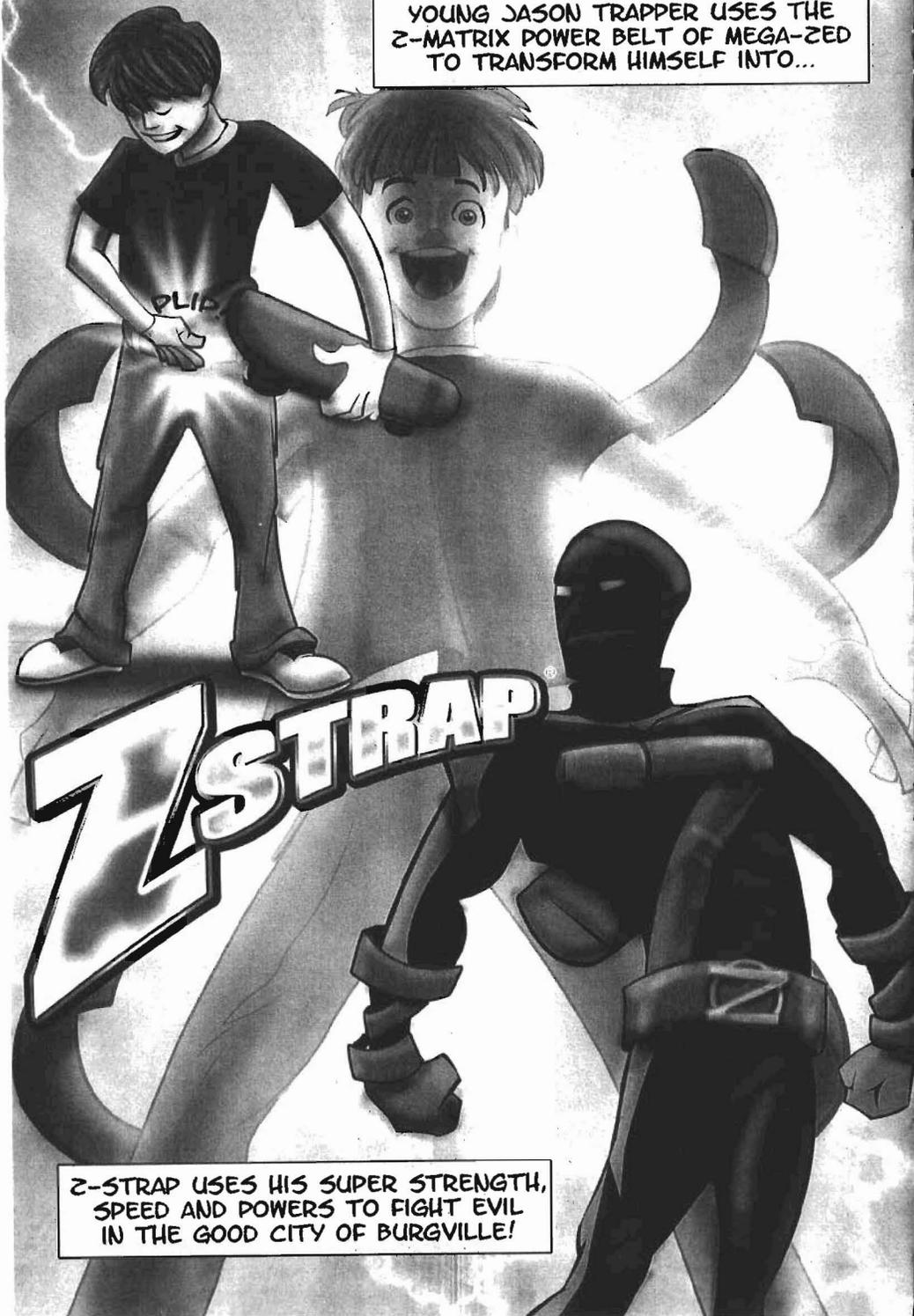
## SK8 PARK

# THE TANCER

## AT SK8 PARK!



YOUNG JASON TRAPPER USES THE Z-MATRIX POWER BELT OF MEGA-ZED TO TRANSFORM HIMSELF INTO...



Z-STRAP USES HIS SUPER STRENGTH, SPEED AND POWERS TO FIGHT EVIL IN THE GOOD CITY OF BURGVILLE!

IT IS MORNING, AND SOMEONE HAS WOKEN UP ON THE WRONG SIDE OF THE BED IN CASTLE STANKFOOT...



DO I HEAR CHILDREN HAVING FUN?

WHO DARES DISTURB MY BEAUTY SLEEP?

GOOD MORNING, DR. STANKFOOT...

YOU WANT SOME BREAKFAST?

WHEN DID THEY BUILD A SKATEPARK NEXT TO MY CASTLE??

ZURG!

DURG!



I WANT THOSE KIDS QUIET! SUMMON THE TANGLER!

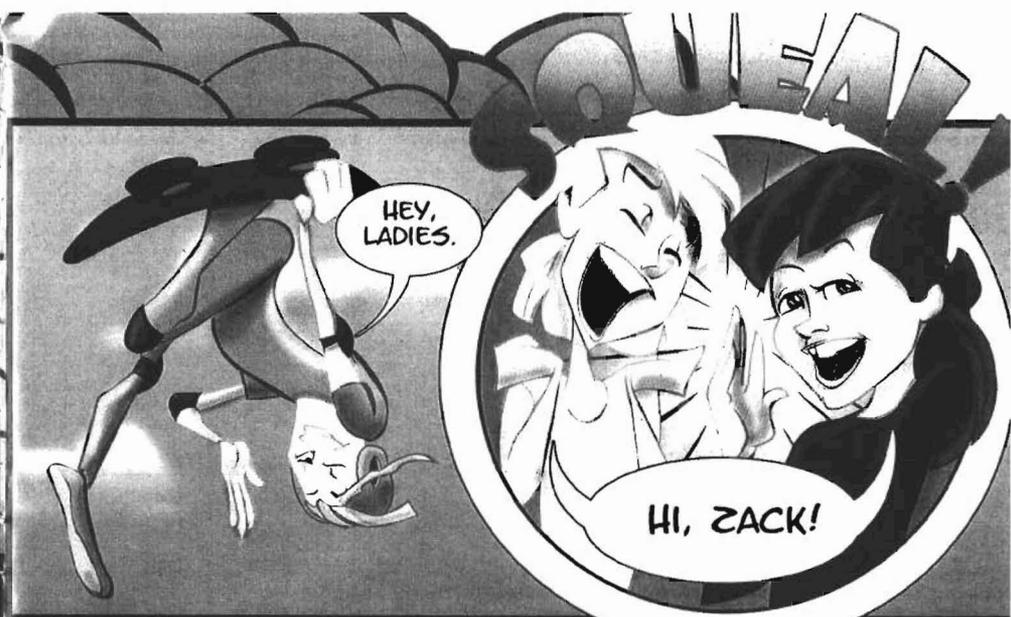
OH, BOY! HERE WE GO AGAIN!

WHATEVER...

WOW, HEATHER! LOOK AT ZACK!

I KNOW, JENNY, ISN'T HE GREAT?

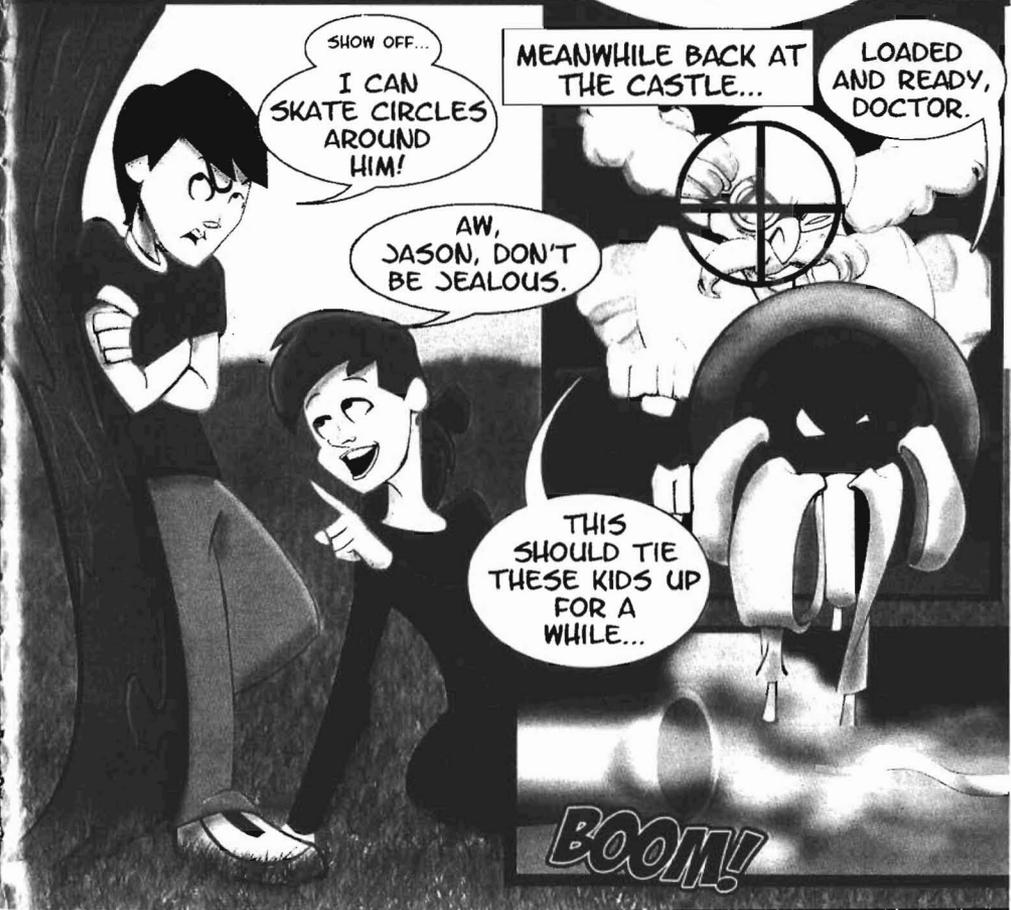
MEANWHILE THE NEIGHBORHOOD KIDS ARE BUSY LAUGHING AND CARVING UP THE NEWLY OPENED SKATEPARK!



HEY, LADIES.



HI, ZACK!



SHOW OFF... I CAN SKATE CIRCLES AROUND HIM!

AW, JASON, DON'T BE JEALOUS.

MEANWHILE BACK AT THE CASTLE...

LOADED AND READY, DOCTOR.

THIS SHOULD TIE THESE KIDS UP FOR A WHILE...

BOOM!

DIRECT HIT! THE TANGLER LANDS AT THE SKATE PARK!

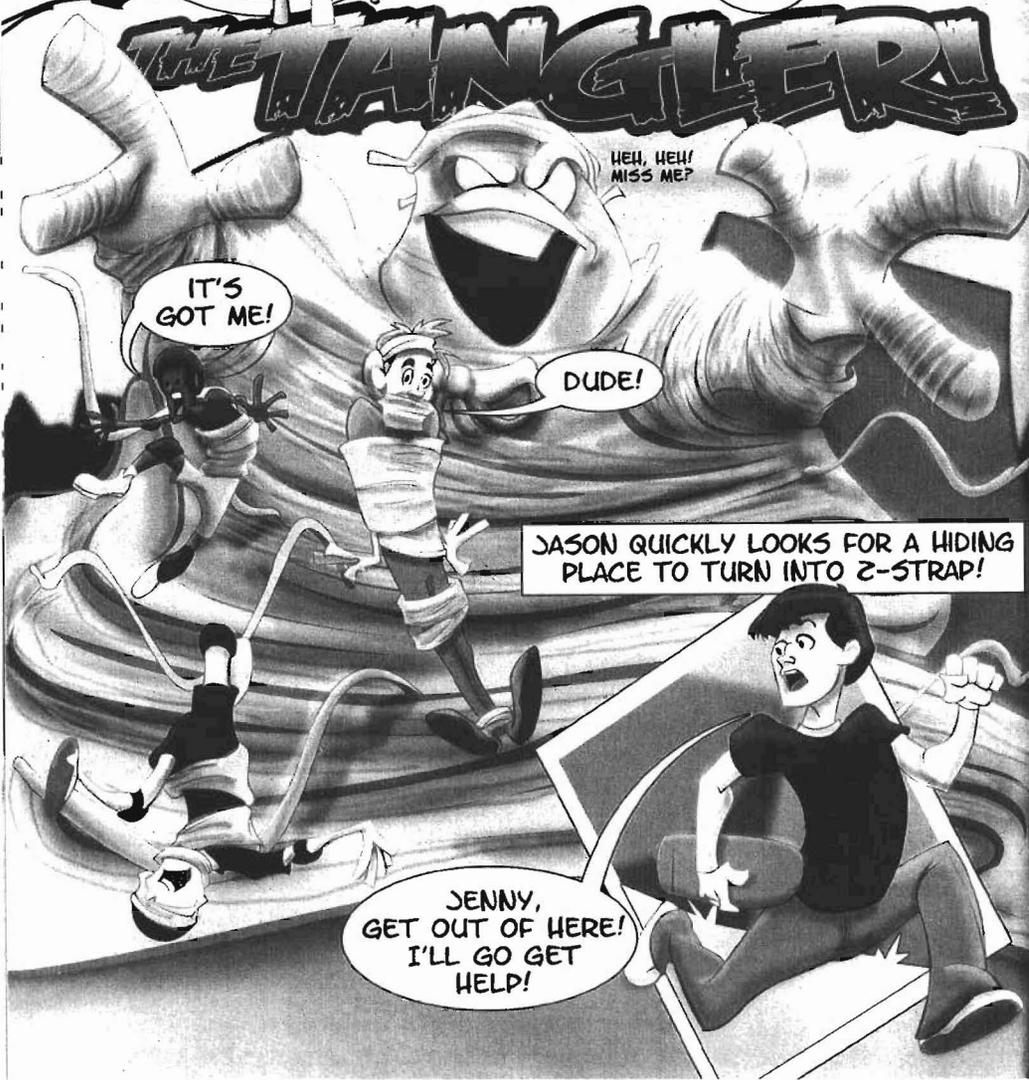


HEY, DUDES...LIKE WHO THREW THIS SHOELACE AT US?

OH NO, NOT AGAIN! IT'S... IT'S...

A STANKY OLD LACE, SO WHAT?

NO... IT'S...



IT'S GOT ME!

DUDE!

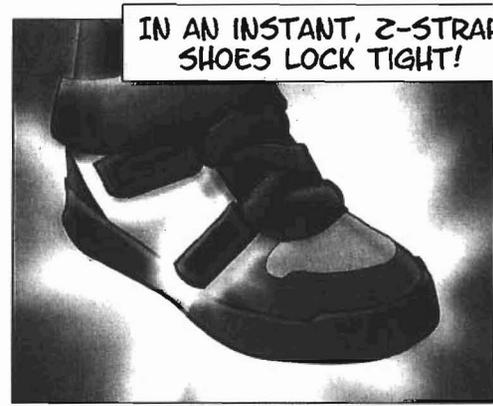
HEH, HEH! MISS ME?

JASON QUICKLY LOOKS FOR A HIDING PLACE TO TURN INTO Z-STRAP!

JENNY, GET OUT OF HERE! I'LL GO GET HELP!



...IT'S GO TIME FOR Z-STRAP!



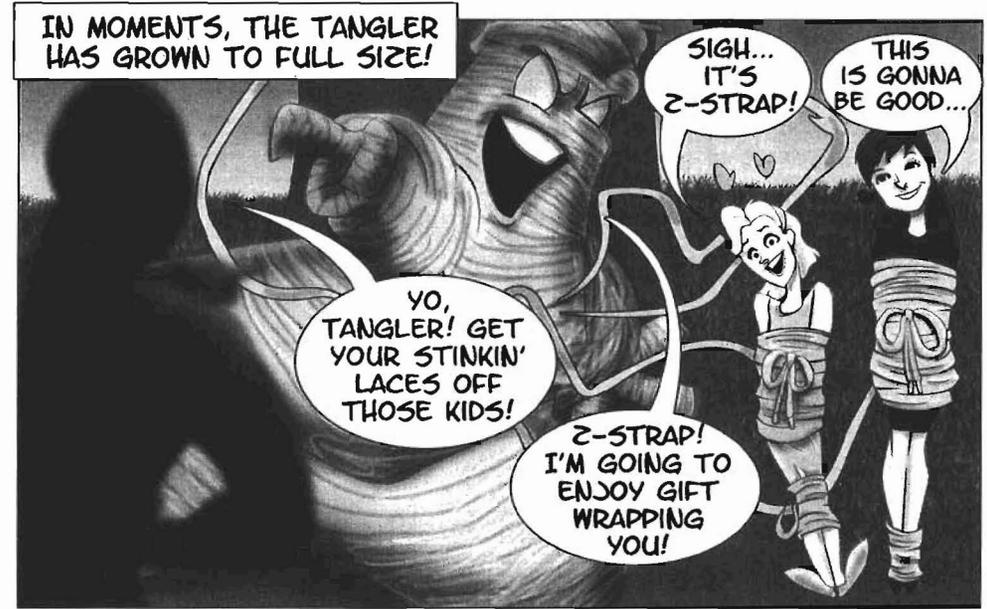
IN AN INSTANT, Z-STRAP SHOES LOCK TIGHT!

WITH A POWERFUL LEAP, Z-STRAP IS BACK IN ACTION!



TIME TO KNOCK THIS BADDIE OUT OF THE PARK!

IN MOMENTS, THE TANGLER HAS GROWN TO FULL SIZE!



SIGH... IT'S Z-STRAP!

THIS IS GONNA BE GOOD...

YO, TANGLER! GET YOUR STINKIN' LACES OFF THOSE KIDS!

Z-STRAP! I'M GOING TO ENJOY GIFT WRAPPING YOU!

IN AN INSTANT, OUR HERO ROLLS INTO ACTION!

I HAVE TO STEER CLEAR OF THOSE TENTACLES OF HIS...

Z-STRAP NARROWLY DODGES A TANGLED MESS OF LACES...

WHOOPS! THAT WAS CLOSE!

HEH HEH HEH...

IN THE MEANTIME, DOCTOR STANKFOOT ENJOYS THE SHOW FROM HIS BALCONY.

BWA-HA-HA-HA!

OOOH... HOW EXCITING!

I THINK I SEE A BLUE-CRESTED WOODPECKER... PRETTY.

WAIT A MINUTE! WHAT'S THAT I SEE?



THE TAngLER IS DRAWING ENERGY OFF THE KID'S SHOES!

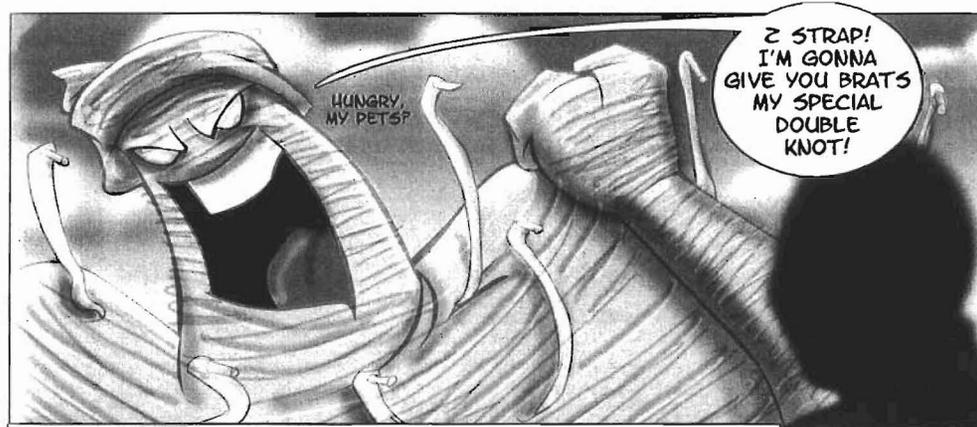
HEH HEH! COME TO PAPPY!

IF I CAN GIVE EACH KID A LITTLE Z STRAP TECHNOLOGY... I CAN TAKE AWAY THE TAngLER'S POWER!

ARRRGH!

CURSES!

ZAP!



WITH Z STRAP LEADING THE WAY, THE KIDS SPEED  
TOWARD THE TANGLER FOR THE FINAL SHOWDOWN!



Z STRAP'S METAL ENERGY BOLT SCORES A DIRECT HIT!

**ZOT!**

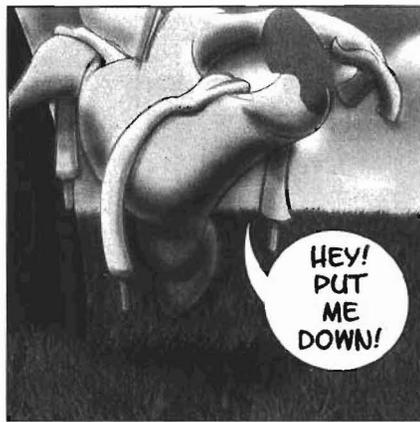
THAT WAS AWESOME!

WHOO-WHO!

YEAH!



WHAT HAPPENED? OOH...



HEY! PUT ME DOWN!



DOCTOR STANKFOOT WILL HEAR ABOUT THIS!!

STANKFOOT, EH? GIVE HIM A MESSAGE FROM ME...



TELL HIM TO STAY OUT OF OUR SKATE PARK!!

WHAT ARE YOU DOING?? NO! NO! NO!



**Mooooooooo!**

CURSES!

LISTEN TO THOSE BRATS!! NOW THEY'RE LOUDER THAN EVER!!

UH... IT'S A BIRD... IT'S A PLANE... NOPE, I THINK IT'S THE TAngLER! DUCK!

THE KIDS CELEBRATE WITH THEIR NEW Z-STRAP SKATEBOARD SNEAKERS ON...

DUDE! NOW MY SKECHERS REALLY ROCK!

YEAH, NO MORE LACES TO TIE ME UP!

WASN'T THAT Z-STRAP JUST DREAMY?

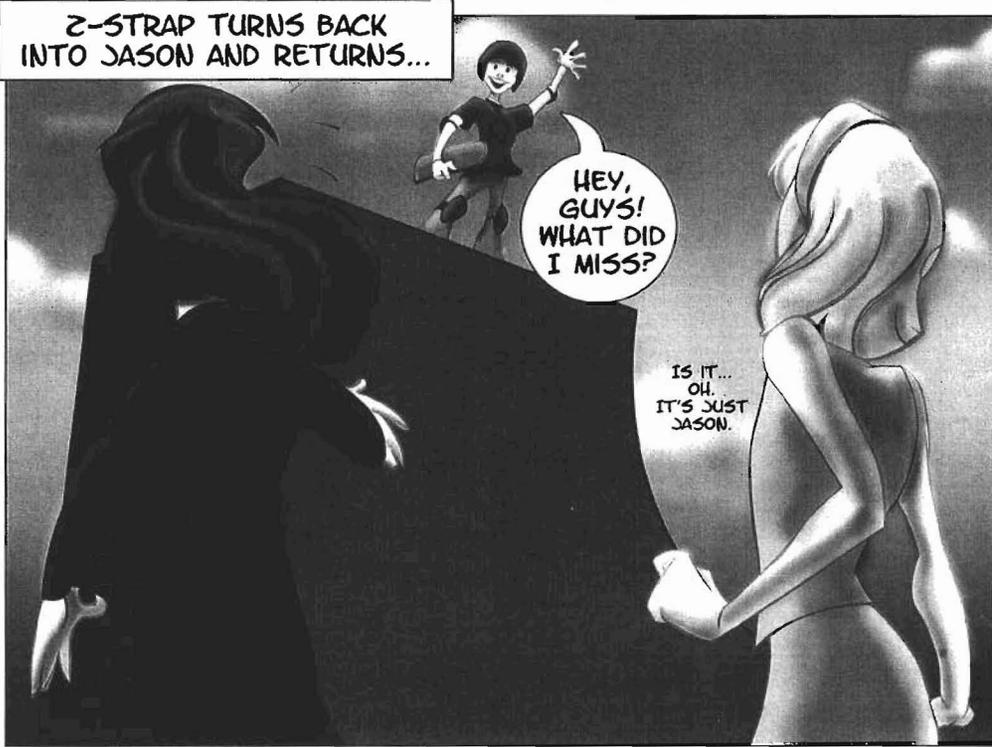
SAY, WHERE DID HE GO?



Z-STRAP TURNS BACK INTO JASON AND RETURNS...

HEY, GUYS! WHAT DID I MISS?

IS IT... OH. IT'S JUST JASON.



CHECK THIS OUT!

YOU'RE KIDDING ME, RIGHT?



THAT WAS AWESOME!

HE'S ALMOST AS GOOD AS Z-STRAP!!!

HUH, SHOW OFF...



LOOK FOR MORE ADVENTURES OF Z-STRAP COMING TO A SHOEBOX OR SKECHERS STORE NEAR YOU!

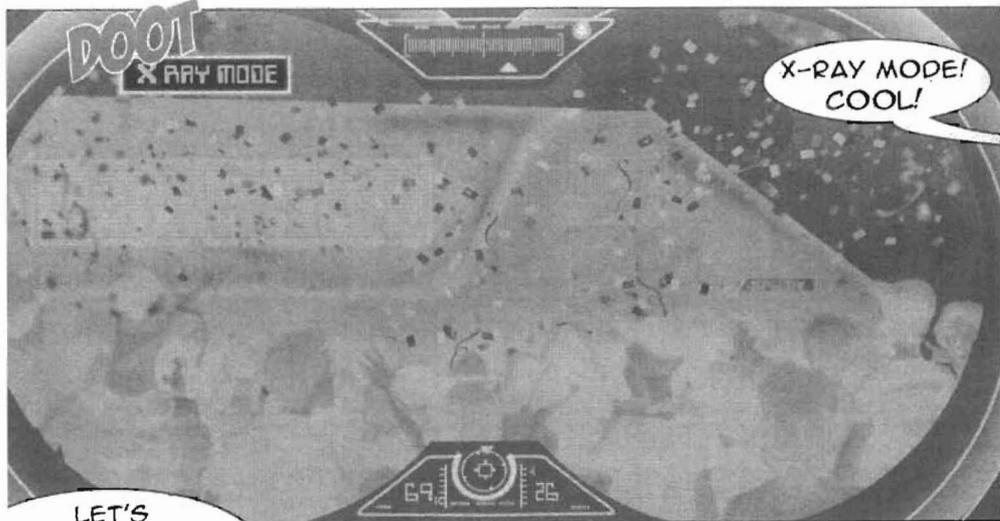
SKECHERS PRESENTS

# 7 STRAP



Enter...

THE  
STREET JAZZERS



DOOT  
X RAY MODE

X-RAY MODE!  
COOL!

LET'S  
SEE WHAT ELSE  
THESE THINGS CAN  
DO.

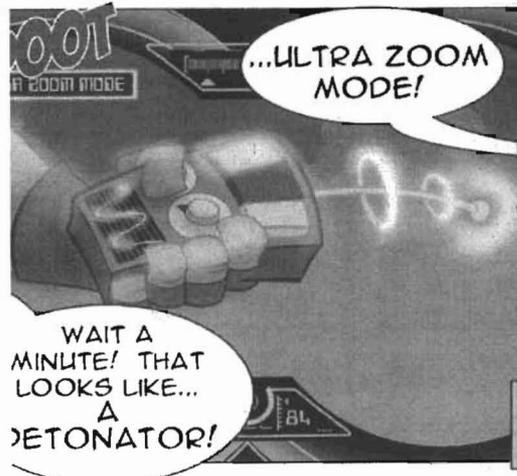


LOOKS  
LIKE THOSE GUYS  
HAD THE SAME IDEA I DID-  
WATCH THE TRAIN  
FROM HERE.

JASON SCANS THE SKYLINE...

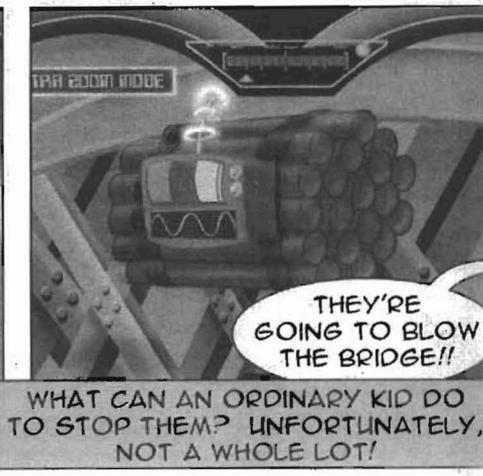


WHAT ARE  
THEY HOLDING?  
I CAN FIND OUT IF  
I SWITCH  
TO...



...ULTRA ZOOM  
MODE!

WAIT A  
MINUTE! THAT  
LOOKS LIKE...  
A  
DETONATOR!



THEY'RE  
GOING TO BLOW  
THE BRIDGE!!

WHAT CAN AN ORDINARY KID DO  
TO STOP THEM? UNFORTUNATELY,  
NOT A WHOLE LOT!

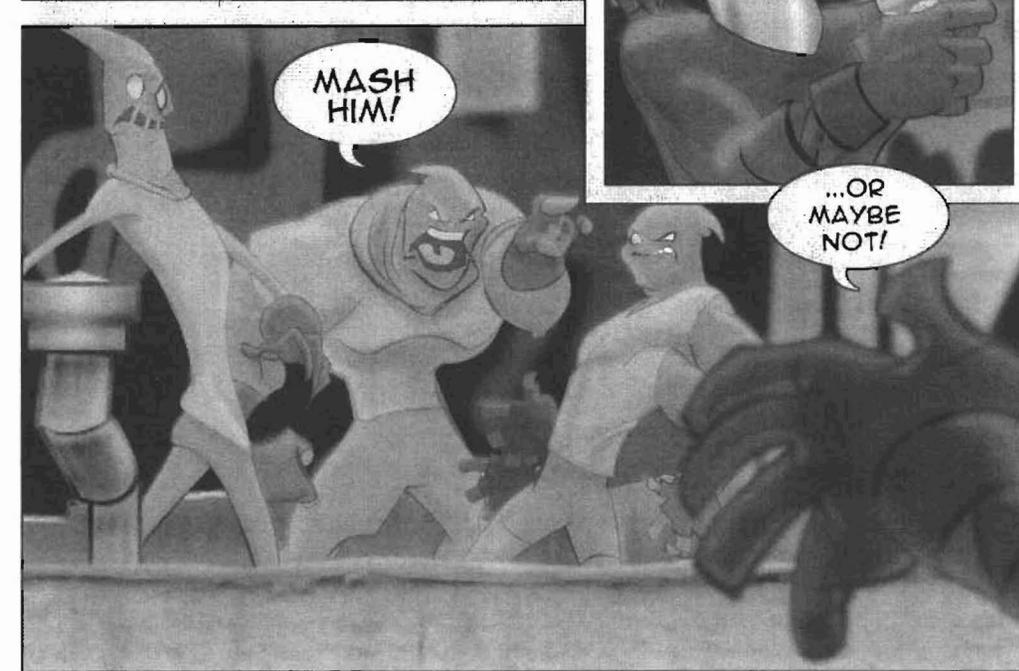
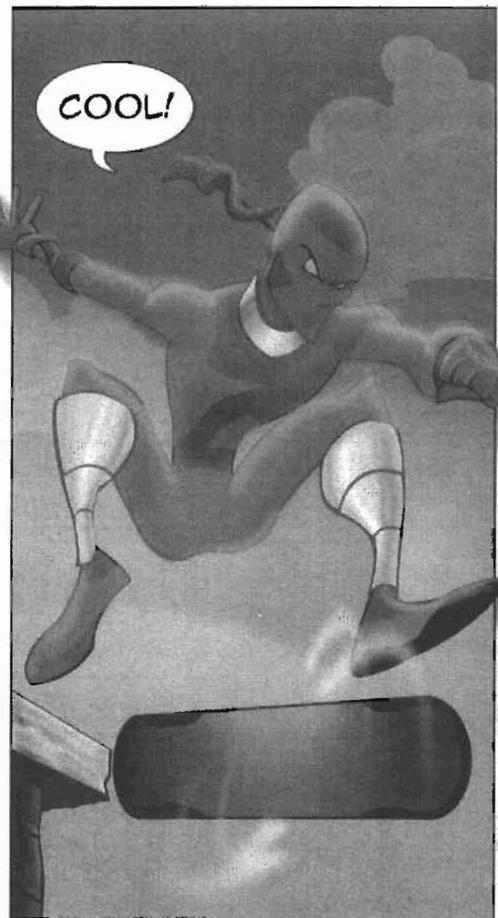
...BUT JASON TRAPPER IS  
NO ORDINARY KID!

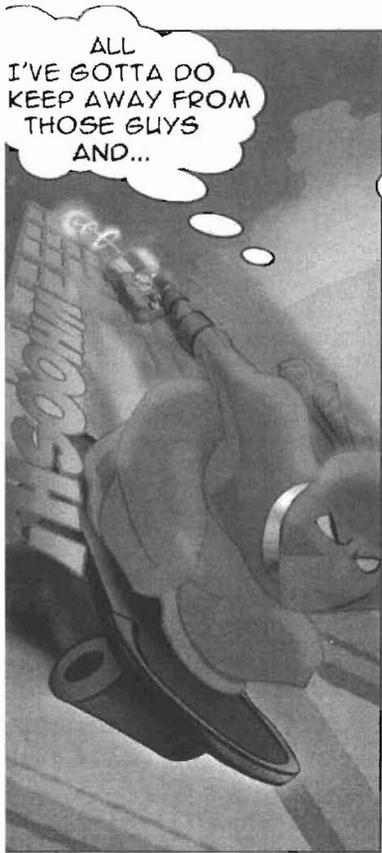
NOT SINCE THE DAY HE WAS INFUSED  
WITH THE ZEVO COMPOUND AND  
GAINED THE ABILITY TO TRANSFORM  
INTO THE SUPER HERO

# ZSTRAP

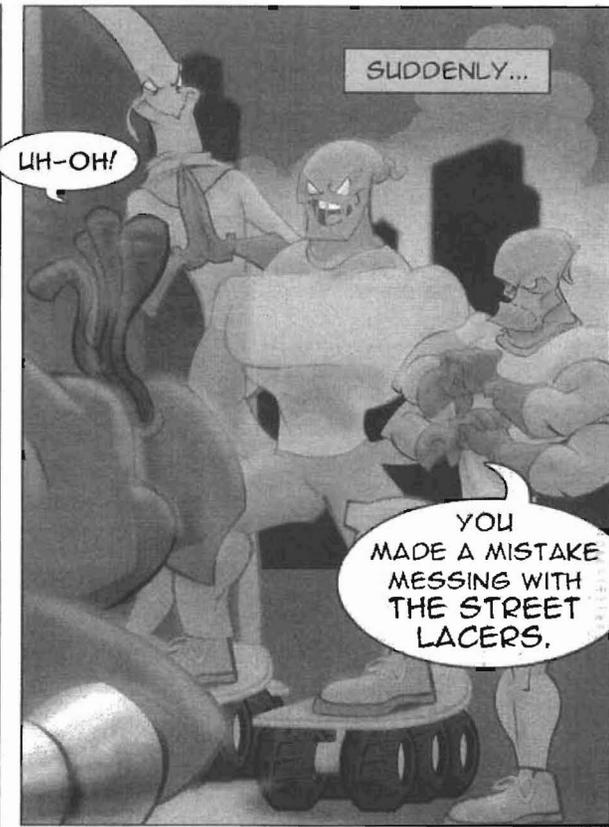


GOTTA  
GET OVER THERE FAST.  
LUCKY FOR ME, THESE  
BINOC'S HAVE ONE  
LAST FEATURE...





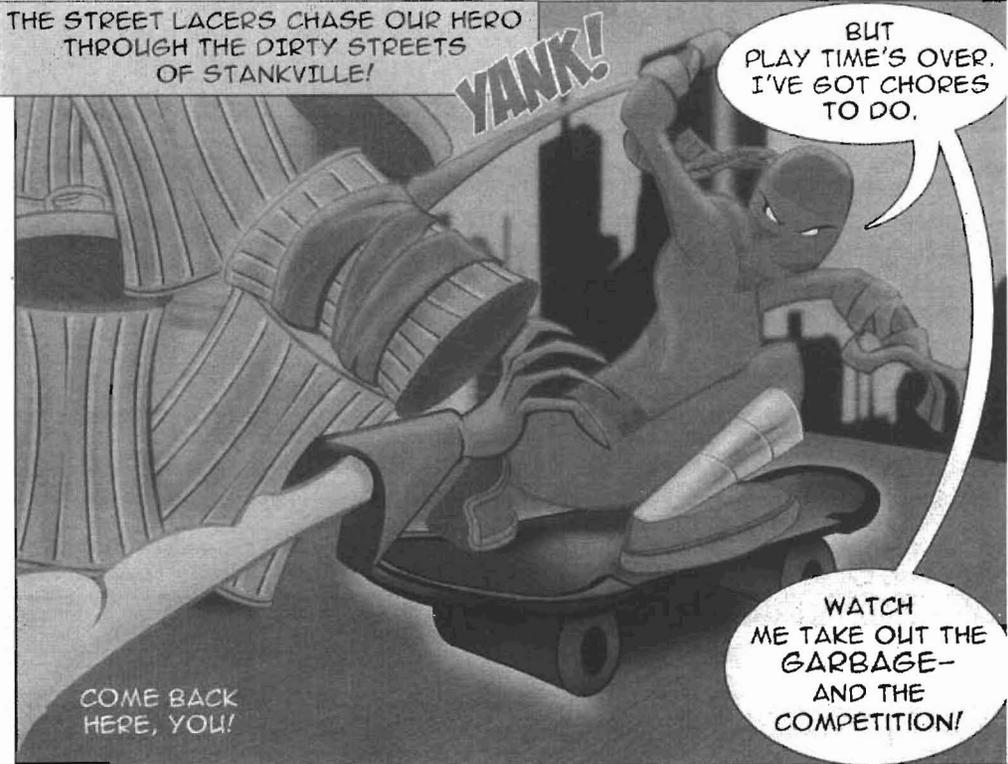
ALL I'VE GOTTA DO KEEP AWAY FROM THOSE GUYS AND...



SUDDENLY...

UH-OH!

YOU MADE A MISTAKE MESSING WITH THE STREET LACERS.



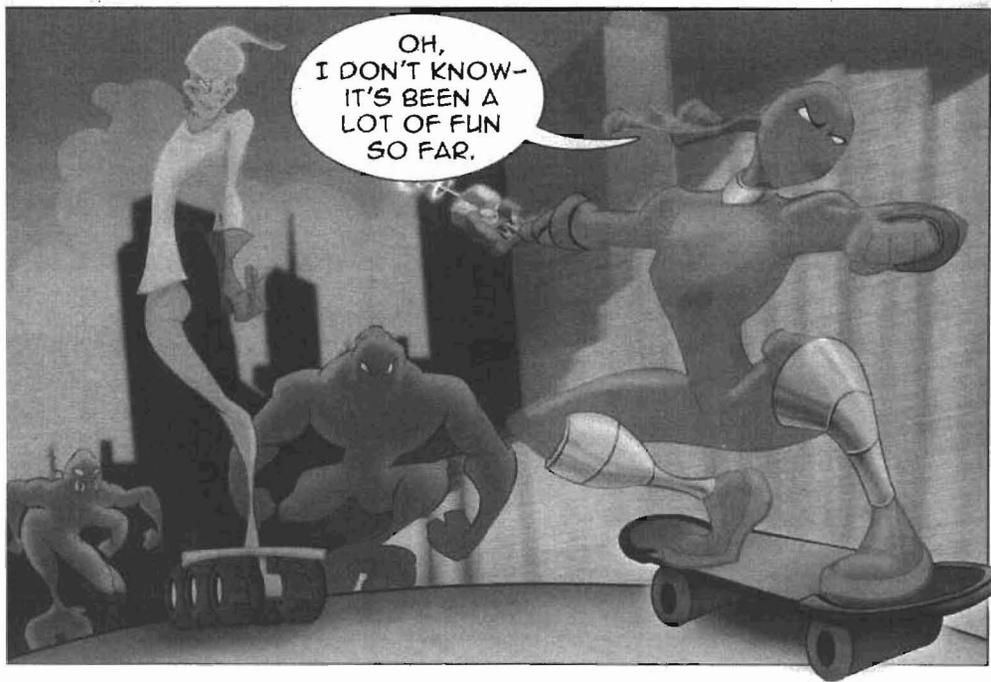
THE STREET LACERS CHASE OUR HERO THROUGH THE DIRTY STREETS OF STANKVILLE!

YANK!

BUT PLAY TIME'S OVER. I'VE GOT CHORES TO DO.

COME BACK HERE, YOU!

WATCH ME TAKE OUT THE GARBAGE- AND THE COMPETITION!



OH, I DON'T KNOW- IT'S BEEN A LOT OF FUN SO FAR.



CAN THE TRASH TALK! YOU'RE GOING DOWN.

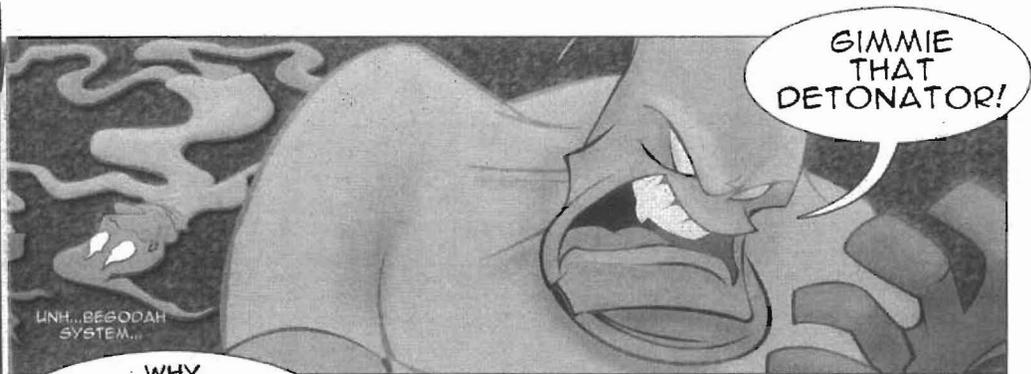
WHOA! THESE GUYS AREN'T GOING TO MAKE THIS EASY!

STRETCH!

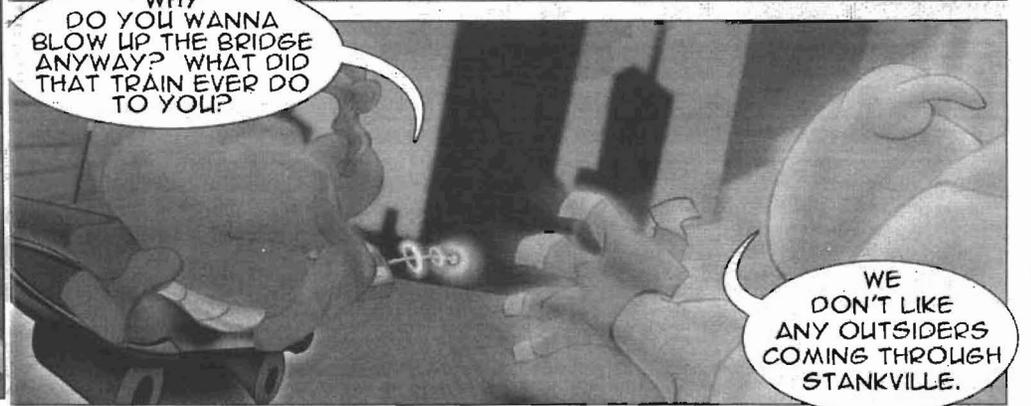


ANOTHER LACER TAKES A SHORT CUT THROUGH A BUILDING!

EAT FIST!



GIMMIE THAT DETONATOR!



WHY DO YOU WANNA BLOW UP THE BRIDGE ANYWAY? WHAT DID THAT TRAIN EVER DO TO YOU?

WE DON'T LIKE ANY OUTSIDERS COMING THROUGH STANKVILLE.



NO, THANKS...



I'M A VEGETARIAN!



INCLUDING YOU!



THANKS FOR THE OOOOOMP!

I DON'T KNOW WHAT AN "OOOOMP" IS, BUT YOU'RE WELCOME.



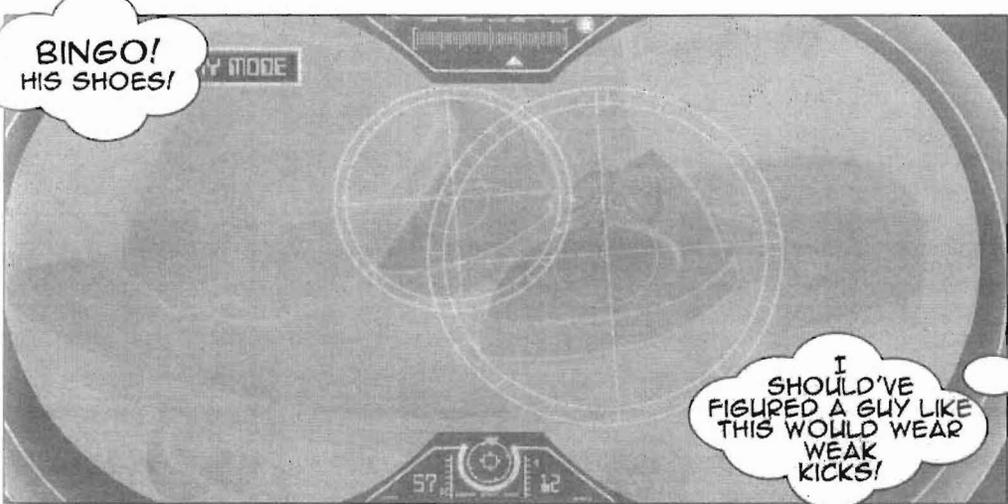
MY BOLTS JUST BOUNCE OFF!

THWIP!

THWIP!

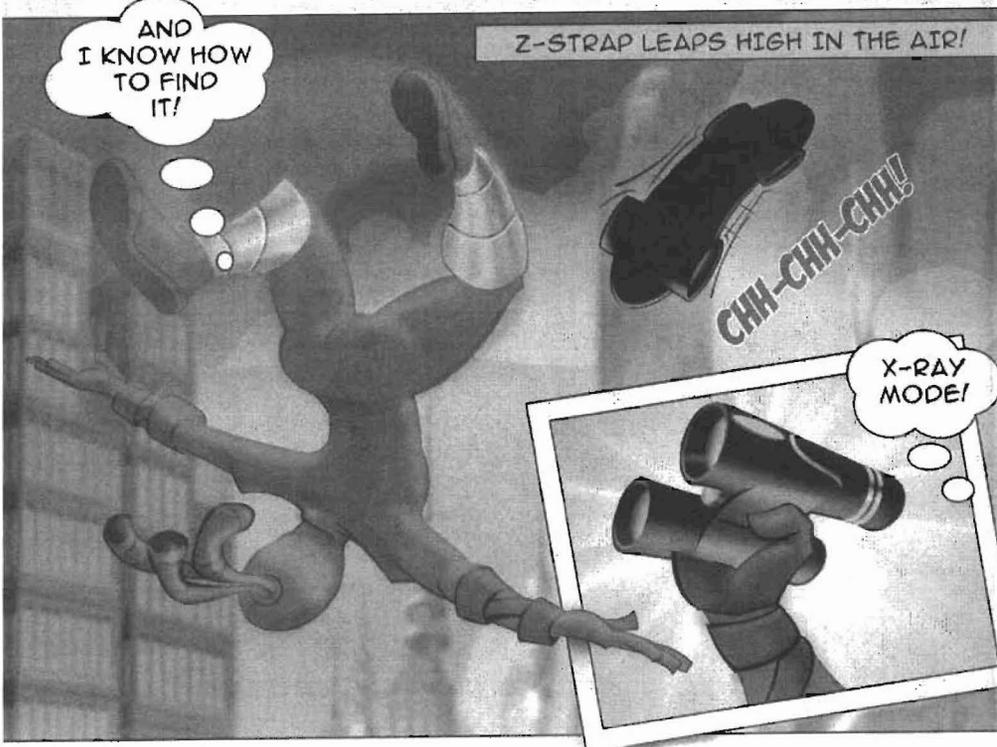
THWIP!

I GOTTA FIND HIS WEAK SPOT -- BEFORE HIS FISTS FIND MY FACE!



BINGO! HIS SHOES!

I SHOULD'VE FIGURED A GUY LIKE THIS WOULD WEAR WEAK KICKS!

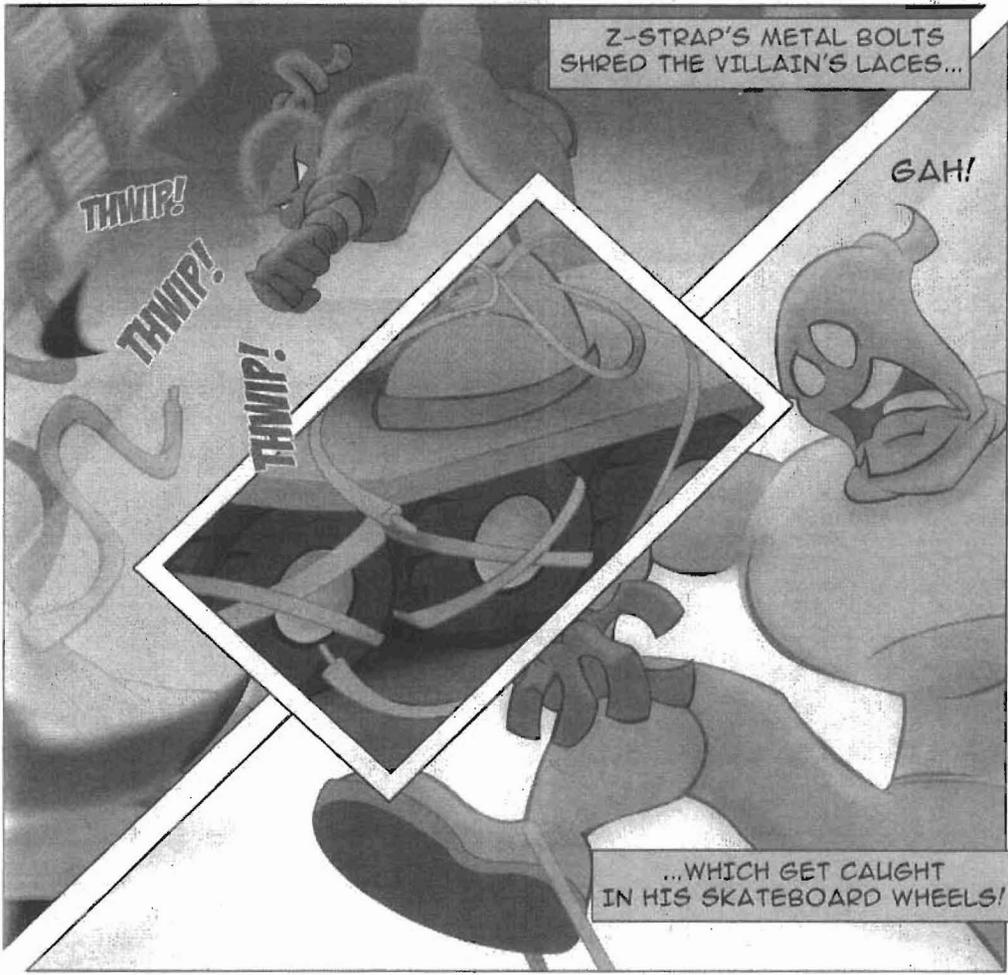


AND I KNOW HOW TO FIND IT!

Z-STRAP LEAPS HIGH IN THE AIR!

CHH-CHH-CHH!

X-RAY MODE!

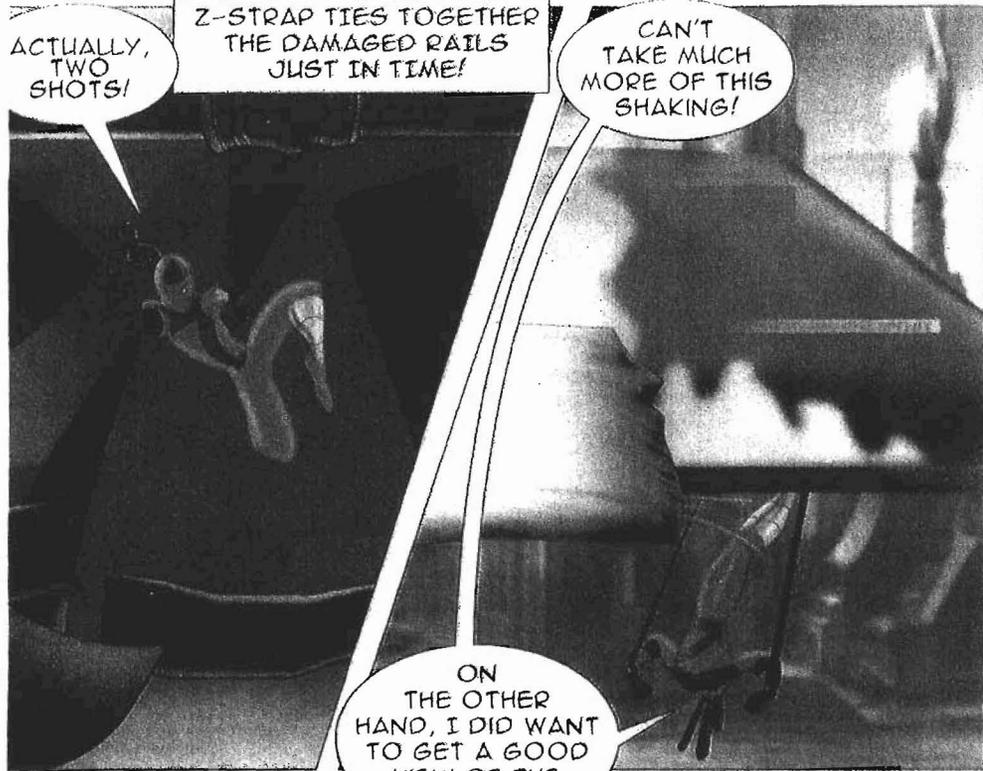


Z-STRAP'S METAL BOLTS SHRED THE VILLAIN'S LACES...

GAH!

...WHICH GET CAUGHT IN HIS SKATEBOARD WHEELS!





ACTUALLY,  
TWO  
SHOTS!

Z-STRAP TIES TOGETHER  
THE DAMAGED RAILS  
JUST IN TIME!

CAN'T  
TAKE MUCH  
MORE OF THIS  
SHAKING!

ON  
THE OTHER  
HAND, I DID WANT  
TO GET A GOOD  
VIEW OF THE  
TRAIN!



AND  
AS FAR AS VIEWS  
GO, THEY DON'T GET  
MUCH BETTER THAN  
WATCHING THE TRAIN  
ZOOM SAFELY AWAY--  
AFTER I'VE  
SAVED IT!

THE END!

DOCKET NO. 10-190

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