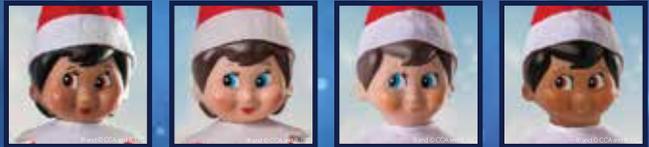




THE ELF ON THE SHELF® BRAND OVERVIEW



- More than 11 million of Santa's trusty Scout Elves have been adopted since 2005.
- **The Elf on the Shelf: A Christmas Tradition** has been featured on the top of best-sellers lists year after year, including the *Wall Street Journal*, *USA Today* and *Publishers Weekly*.
- Santa has approved **Official Scout Elf Adoption Centers** in the United States, Canada, United Kingdom, Ireland, Mexico, Australia, New Zealand, Japan and South Africa.



Scout Elf Express Delivers Letters to Santa has everything you need to get your letter to Santa – on time, every time! Santa's Special Paper™ shrinks kids' letters to elf-size for the absolute fastest delivery to the big man in red.



Santa's Saint Bernard puppies, with the help of children everywhere, can build extra Christmas spirit this season by being kind and helping others, as told in the beautifully illustrated **Elf Pets: A Saint Bernard Tradition**.



Thousands of children take care of **Elf Pets® Reindeer** each year to build the Christmas spirit Santa needs to fly his sleigh, as inspired by the charming book **Elf Pets: A Reindeer Tradition**.



The Claus Couture Collection®, a full line of fashionable clothing for Scout Elves and **Elf Pets®**, continues to inspire Santa's North Pole helpers to show off their unique personalities.



For the sixth time, **The Elf on the Shelf** will appear in the Annual Macy's Thanksgiving Day Parade®. Signifying the return of the holiday season!



Scout Elves at Play® introduces 15 elf-sized tools and a 60-page idea book from Santa's Scout Elf training team. More than 100 ideas are showcased to inspire any Scout Elf.



An Elf's Story, the Scout Elves' first animated adventure, has become a holiday favorite and will air again on television for the sixth year in a row.