



# GRUMPY STATS

## THE RISE OF Grumpy Cat®

"I was an infographic once. It was awful."

### Conquering the World (Wide Web)



Debut @ Reddit: 9.12.12

**25,300** **UPVOTES**  
in 24hrs  
**1,030,000** **IMGUR VIEWS**  
in 48hrs



HOMETOWN:  
Phoenix, AZ

**9.1 MILLION** total followers



290K+



207K



42K



7.7M+



700K+



200K

### Taking the Media By Storm

#### Endorsements



Official  
"SPOKESCAT"



COMMERCIAL  
Airing Thru 2015

Honey Nut  
Cheerios

COMMERCIAL  
Airing Thru 2015



## Special Appearances & Features:



NEW YORK

Disney

TIME

VH1

Forbes



GOOD MORNING AMERICA



WSJ



The New York Times Best Seller List

"A Grumpy Book"

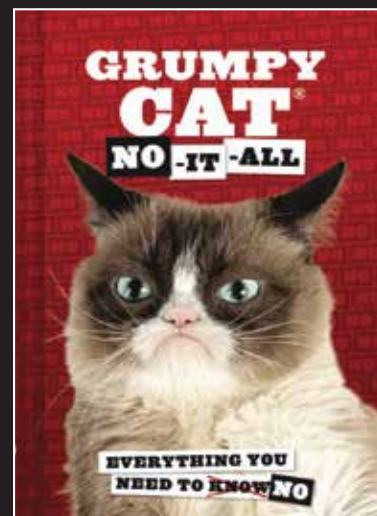
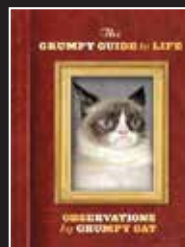
DEBUTED AT #7, LISTED FOR 11 WEEKS

"The Grumpy Guide to Life"

DEBUTED AT #3, LISTED FOR 11 WEEKS

"Grumpy Cat No-It-All"

DEBUTES OCTOBER 2015



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Ganz  
Grenade Beverage

Gund  
Just Funky  
K. Bell  
Lucky Cat Studios  
Maud Borup  
The Mountain  
Philcos  
Playrific  
PopRageous  
Product Works

Ripple Junction  
T-Line  
TCG  
Trends International  
Ultra Pro  
Vangatech  
Weather Creative  
Zynga

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