

# Terra Cotta Corp.

## Frequently Asked Questions

**Question:** *You are refining the look of the TerraCuddles. Have successful characters been changed before?*

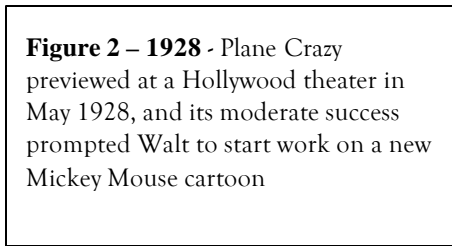
**Answer:** *Yes. We have used our early development period to define the character concept and purpose behind each TerraCuddle. We do not envision that basic framework changing. However, the specific artist renderings through sculptings, drawings and stories, will be refined as we move TerraCuddles forward.*

*Perhaps the best example of this is the evolution of Mickey Mouse since his introduction by Walt Disney in 1928.*

*And the current TerraCuddles products? Collector's items! Better buy them now!*



**Figure 1 –1927** - Before Mickey there was Oswald. Oswald was designed by Walt Disney and Ub Iwerks, and his first cartoon "Trolley Troubles" was released in 1927. Walt lost the rights to Oswald, and developed Mickey Mouse as a replacement character.



**Figure 2 – 1928** - Plane Crazy previewed at a Hollywood theater in May 1928, and its moderate success prompted Walt to start work on a new Mickey Mouse cartoon



**Figure 3 – 1928** - Steamboat Willie premiered at the Colony Theater in New York on November 18th 1928. Seven and a half minutes long, the cartoon drew better reviews than the major full-length films released that week. Within weeks Mickey Mouse was a nationwide sensation. Three years later and he would be a national institution.



**Figure 4 – 1940** - Fantasia was released in 1940. Disney originally thought it would just be another short. Mickey was to pantomime the entire piece as Walt considered it was in part his squeaky voice that led to the decline of Mickey in the 1930's. It was in a 1939 cartoon that the public saw for the first time a redesigned Mickey Mouse, supervised by animator Fred Moore. Most noticeable were his eyes: Now they had pupils in a white eye, where before they were simple black ovals.

