



AMAZON MGM STUDIOS CONSUMER PRODUCTS AND WILDBRAIN CPLG EXPAND LICENSING PROGRAMMES FOR WEDNESDAY, ROCKY AND PINK PANTHER

Fresh off its hit season two launch, *Wednesday* sees a new wave of cross-category partners, spanning apparel and accessories, food and beverage, promotions, and health and beauty

2025 marks two decades of WildBrain CPLG's representation of Amazon MGM Studios' iconic entertainment franchises



Culver City & London – 8 October 2025 – Amazon MGM Studios Consumer Products and WildBrain CPLG, a trusted licensing partner for leading brands worldwide, continue to offer fans unique ways to experience the weird and woeful world of *Wednesday* with new and expanded cross-category collaborations. The smash hit series airing on Netflix—produced by MGM Television, a division of Amazon MGM Studios—delighted fans with its second season this summer, featuring a stellar cast.

The expanded slate of licensing partners for *Wednesday* comes as WildBrain CPLG celebrates two decades of licensing representation for Amazon MGM Studios' iconic entertainment franchises across the U.K. and EMEA, also including the classic Pink Panther brand, and the legendary Rocky franchise—which itself will commemorate its 50th anniversary in 2026.

Pau Pascual, SVP, Commercial, Europe, the U.K. and the Americas, WildBrain CPLG, said: “We’re extremely proud of our long-standing relationship and our shared commitment to driving licensing success across Amazon MGM Studios’ powerhouse portfolio. *Wednesday* remains one of the most in-demand licensed

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properties globally, and as Nevermore Academy reopens its doors, we're excited to bring fans more new products to enjoy off screen. We're also seeing great interest from licensees for legacy Amazon MGM Studios brands such as Pink Panther and Rocky. As Rocky's 50th anniversary approaches in 2026, we're building a targeted licensing programme with a strategic focus on apparel that both honours the brand's legacy and brings fresh innovation for today's audiences."

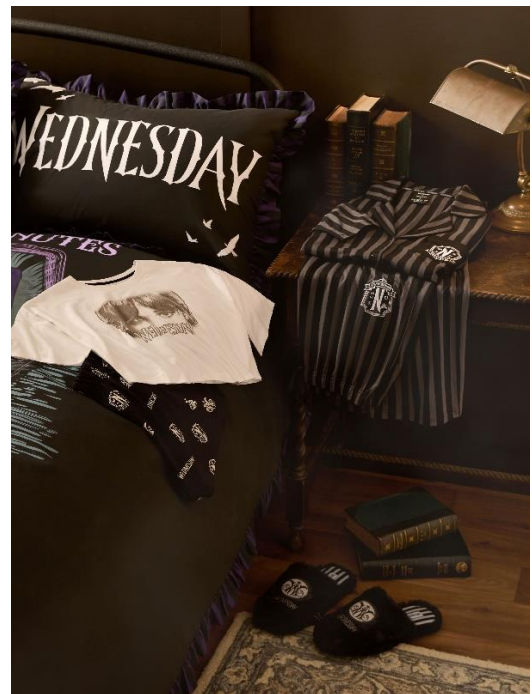
New and expanded cross-category Wednesday collaborations

From apparel and accessories to homewares, food and beverage, health and beauty, and toys, the new *Wednesday* line-up includes standout partners such as Primark, Dr. Martens, McDonald's, Timex, Thomas Sabo, Panini, and many more.

In global partnerships, the award-winning Dr. Martens collection of iconic *Wednesday*-inspired footwear and accessories is expanding with a new collection launching in October, set to be available worldwide. An expanded range of charms and jewellery from Thomas Sabo, and premium jewellery by Maria Nilsson are also all set to be available this autumn—bringing *Wednesday*'s gothic charm to fans everywhere. Dr. Paw Paw is unveiling a lip gloss and balm, while Panini is releasing a set of sticker albums worldwide. Fashion-forward pieces from Zara have already hit retail shelves, while a collection of themed watches was released by Timex this summer, and Winning Moves has launched a *Wednesday*-themed Cluedo game.

In pan-European collaborations, *Wednesday* has been serving up tasty treats for fans with Wagner Pizza launching a themed range across multiple markets, while Lidl has rolled out seasonal confectionery this September, as anticipation builds for Halloween 2025.

In France, a special *Wednesday*-branded meal promotion and premium is available at McDonalds. In the UK, Primark has launched an exclusive multi-category *Wednesday* collection across fashion, home and beauty, featuring over 70 styles and including pieces designed by the hit series' award-winning costume designer. This dramatic new range is inspired by outfits worn in the new season and blends moody motifs, dark silhouettes, and gothic charm. *Wednesday* has taken back-to-school season by storm in Germany, Austria, and Switzerland with new stationery from Undercover hitting stores, while in France, Gallimard Jeunesse has launched a stylish range of





journal note pads. In Spain and Portugal, Burger King is running a *Wednesday* meal promotion for fans in the region.

Expanded apparel collaborations for Rocky and Pink Panther

As the legendary Rocky franchise approaches its 50th anniversary in 2026, Amazon MGM Studios Consumer Products and WildBrain CPLG are delivering a tailored licensing programme with a renewed emphasis on apparel and fashion collaborations. In 2025, Pull & Bear has continued to introduce new products to its global apparel collections, while in Italy, retail group Alcott also added exclusive lines.

The timeless appeal of Pink Panther continues to resonate across Europe, with strong performance in apparel and homewares. Extended ranges are rolling out from LC Waikiki in Turkey, The Souled Store in India, and Undiz in France, reinforcing the brand's enduring popularity and multi-generational charm.

Visit WildBrain CPLG at stand B171 during Brand Licensing Europe to learn more about licensing opportunities for *Wednesday*, the original *The Addams Family*, the Rocky franchise and Pink Panther.

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About WildBrain CPLG

WildBrain CPLG is a trusted licensing partner for leading brands worldwide, offering 50 years of expertise building consumer products and location-based entertainment programmes across the entertainment, sport, corporate and lifestyle sectors. With over 20 offices serving the UK, Europe, India, the Middle East, China, Asia Pacific and the US, WildBrain CPLG combines the strength of global reach with expertise in local markets to achieve the best results for partners. Our passionate teams consistently challenge themselves to explore new and innovative ideas and opportunities in partnerships, activations, creative and business processes to celebrate and build brands. At WildBrain CPLG, we believe that collaboration is about clarity, openness and trust, and we are widely known for our no-nonsense, straightforward approach. Our ASPIRE division offers expert Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.