

WILDBRAIN CPLG CELEBRATES A MERRY 'GRINCHMAS' WITH NEW DR. SEUSS COLLABORATIONS

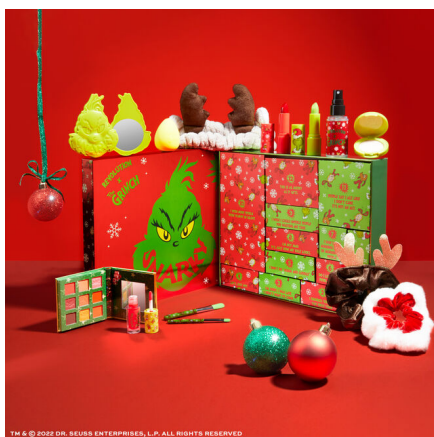
Agency brokers global adidas partnership for *How the Grinch Stole Christmas!* plus new and extended festive partnerships for the brand across the UK and Europe

London, UK – 6 December 2022 – WildBrain CPLG, a world-leading entertainment, sport and brand licensing agency, has further expanded the extensive licensing programme for Dr. Seuss Enterprises' beloved property *How the Grinch Stole Christmas!* with a raft of seasonal partnerships across the UK and Europe.

Deals brokered by WildBrain CPLG include a collaboration with adidas for a Grinch-themed version of the sportswear company's iconic Forum Low shoe, which features a long hair suede upper executed in the Grinch's signature green colourway, a tongue illustrated with the character's eyes, and lace jewels depicting his sidekick, Max, as well as stolen presents. The adidas Originals x The Grinch Forum Low is available worldwide in adult and junior sizing through adidas.com, the adidas app and via select retailers.



Additional seasonal consumer products and activations for *How the Grinch Stole Christmas!* include a new partnership with Brigit's Bakery for a 'Grinchmas' afternoon tea bus tour in London. Existing UK licensees are also launching new product lines, including RMS for toys, games and craft kits at The Entertainer; H&A for health and beauty at Superdrug; and Fizz Creations for games and Christmas crackers at The Range. Revolution Beauty is extending its partnership with Dr. Seuss for a new Grinch-inspired Christmas range featuring an advent calendar, make-up and beauty gifts, which is now available on Revolution's website and via UK retailers, including ASOS, PrettyLittleThing and Superdrug.



John Taylor, VP Northern Europe at WildBrain CPLG, said: “Seasonal licensing opportunities continue to grow year on year, and are an integral part of strategies for many brands, and Dr. Seuss’s festive family-favourite is a prime example. This Christmas, we’ve again established an expanded presence for this beloved brand, with collaborations that offer consumers and retailers fresh interpretations of the iconic world of Who-ville’s colourful inhabitants. Retail feedback so far shows strong sales performance, and there is significant appetite to make ‘Grinchmas’ even bigger in 2023.”

Primark continues to support significant growth on the *How the Grinch Stole Christmas!* brand and for 2022 has expanded into new categories, including Christmas decorations, stationery, games, pet accessories (Fizz Creations), health and beauty (H&A), confectionery (Modern Gourmet Foods) and homewares (Character World). Additionally, Home Bargains has added to its exclusive range, expanding into the health and beauty and confectionery category for 2022. New festive apparel is also available across UK retailers, including ASDA, Sainsbury's, Tesco, Next, Marks & Spencer, Very, Morrisons, Pep & Co and Vanilla Underground.



In Germany, publishing retailer Thalia is extending its *How the Grinch Stole Christmas!* range with new products including snow globes, breakfast bowls and dish towels, while existing licensee Elyaf has launched a new festival apparel collection at C&A. Polish fashion retailer LPP is introducing an extensive range across its stores, while Inditex is rolling out new products across Europe, including a t-shirt in Zara available online, and pyjamas and Christmas jumpers with Lefties.

For more information, please contact:

Aimée Norman at The DDA Group

aimée.norman@ddapr.com

+44 (0) 7957 564 050

About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. The agency's ASPIRE division is a leader in 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.

About Dr. Seuss Enterprises, L.P.



Dr. Seuss Enterprises is a leading global children's entertainment company focused on promoting literacy, education, self-confidence and the wonderful possibilities of a child's imagination through the works of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Global endeavors include publishing, film, TV, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. For more information about Dr. Seuss Enterprises, visit [Seussville.com](https://www.seussville.com), or follow on [Instagram](https://www.instagram.com/seussville).