

PEANUTS RETURNS TO THE SEOUL LIVING DESIGN FAIR CELEBRATING THE 50TH ANNIVERSARY OF THE BEAGLE SCOUTS

The globally loved Peanuts™ brand celebrates the landmark anniversary with a dedicated outdoor range to be showcased at Korea's largest interior design & lifestyle exhibition

Seoul, South Korea – February 29, 2024 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, is pleased to announce that it will be in attendance at Korea's largest interior design and lifestyle exhibition, The Seoul Living Design Fair 2024, with a comprehensive range celebrating the 50th anniversary of the Beagle Scouts from beloved character brand Peanuts™. WildBrain CPLG represents the Peanuts brand in Korea and additional territories across Asia Pacific, China and Europe on behalf of Peanuts Worldwide.

A dedicated Beagle Scouts-themed booth at Hall B – 601 will pay tribute to this milestone with a range of products including wooden furniture, camping themed items and Beagle Scouts artworks celebrating Snoopy's Outdoor Adventures for both retailers and consumers in Korea.

During the fair, which takes place February 28 – March 3, exhibiting Peanuts licensees will showcase collections inspired by the famous Beagle Scouts, including: stationery and home décor from online retail site Ten by Ten; small home appliance and tableware from licensee Inteco under its retail brand Bo-friends & Bo-Cuisine; pet care from Withrich, a specialist licensee who operates under brand name Paris Dog; branded socks from Popcorn and Kiki; and premium card covers from Gorilla District under brand name Ghosty.

The Peanuts booth design features quotes as well as scenes from Peanuts creator Charles M. Schulz's beloved comic strips, creating memorable moments for fans. In addition, SN Garden, a licensee who operates Snoopy Garden in Jeju, has set up a special photo zone in the booth which will showcase a selection of beautiful images from the popular themed Snoopy Garden. WildBrain CPLG also has several promotional interactive events in the booth for attendees, including a Snoopy character Meet and Greet on February 28, March 1, 2 and 3 at 11am and 2pm, and a daily event hosted by individual licensees to showcase their products.



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Attracting interior designers, marketers, trend research institutions and cultural figures, The Seoul Living Design Fair is Korea's largest interior design & lifestyle exhibition, attended by over 280,000 visitors



annually. Participants include leading brands from Korea and abroad that stand at the forefront of interior design and lifestyle trends.

WildBrain CPLG is the dedicated international licensing arm of WildBrain Ltd., a global leader in kids' and family entertainment across content creation, audience engagement and global licensing. As recently announced by Apple TV+, WildBrain Ltd. is currently in production on a brand-new animated *Camp Snoopy* series for the streaming platform, featuring Snoopy and the Beagle Scouts along with Charlie Brown and friends as they enjoy an adventure-filled summer outdoors.

For more information, please contact:

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About WildBrain CPLG

WildBrain CPLG is a trusted licensing partner for leading brands worldwide, with offices in the UK, Europe, India, the Middle East, the US and Asia. With 50 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 Peanuts

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.