

PEANUTS EXPANDS IN ASIA PACIFIC THROUGH UPCOMING BLUE DRAGON ART TOURING EXHIBITION IN CELEBRATION OF ITS 75TH ANNIVERSARY IN 2025

Additional partnerships signed by WildBrain CPLG further the growth of Peanuts in APAC with new consumer products for fans of Snoopy, Charlie Brown and the gang

London & Taipei – 8 October 2024 – The iconic Peanuts™ brand is partnering with Blue Dragon Art, a leading public art company based in Taiwan, to launch a first-of-its-kind touring art exhibition for Asia Pacific marking Peanuts' 75th anniversary year in 2025. The Blue Dragon Art partnership has been brokered on behalf of Peanuts Worldwide by WildBrain CPLG, a trusted partner in licensing and Location Based Entertainment for leading brands worldwide.

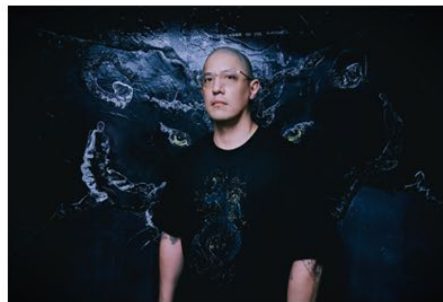


A must-see cultural experience for families and fans of all ages, the new Peanuts Art Exhibition invites renowned international and local fine artists across various fields, including graphic, sculpture, multimedia and fashion, to celebrate the globally loved Peanuts brand through an Asian lens. The exhibition, launching in Taipei in June 2025, will feature over 15 renowned artists, including Florentijn Hofman, Inges Idee, Demos Chiang, Chen Tai-hua (ATI), Xiao Di, Wu Ningya, and Etsu Egami with more to be announced. This dynamic event will see the talent create collaborative artworks that blend traditional art forms with multimedia adaptations. Following its Taipei debut, the exhibition will travel to five cities across the APAC region including Shanghai, Seoul, and Bangkok with a final city still to be announced.

Yuling Wang, Founder and Owner of Blue Dragon Art, said: “We’re thrilled to unveil the Peanuts 75th Anniversary Art Tour in June 2025—a unique experience tailored for Asia Pacific audiences that captures the timeless charm and universal appeal of Snoopy and the Peanuts gang. This exhibition invites fans to rediscover the beloved world of Peanuts, where humor and warmth resonate across generations. It’s a chance to embark on adventures with Snoopy and his friends, whose playful spirit and messages of friendship and hope connect with everyone.”



Wu Ningya



Demos Chiang



Xiao Di



Chen Tai-hua



Inges Idee



Florentijn Hofman

Tim Erickson, EVP Peanuts Worldwide and WildBrain Brands, said: “Next year marks an incredible milestone since Charles Schulz published his first Peanuts comic strip in 1950. It’s a testament to his creative vision and spirit that global fandom for Snoopy, Charlie Brown and the Peanuts gang are stronger than ever 75 years later. We’re thrilled to be partnering with Blue Dragon Art on this exciting exhibition. This collaboration is set to bring Peanuts to life in a captivating touring experience that we’re certain fans across the region will love.”

Evi Sari, VP Location-Based Entertainment, WildBrain CPLG, added: “This unique partnership with Blue Dragon Art not only honours the Peanuts legacy but also celebrates Snoopy and his friends for a new generation of young fans across Asia Pacific. We’re thrilled to see Peanuts interpreted through the creative lenses of an incredible lineup of renowned international and local artists. This culturally resonant exhibition promises to be a must-see experience that will expand the brand’s impact and reach in exciting new ways.”



New consumer products partnerships in APAC and China

WildBrain CPLG is also expanding the licensing programme for Peanuts in China and APAC with new cross-category partners signed on behalf of Peanuts Worldwide.

CNTrendie Culture will launch a range of professional diving and ski products rolling out across the region in October, while MINISO, as part of the previously announced global partnership, has built on its recently launched space themed range with new back-to-school products for Southeast Asia & EMEA.

Guangzhou-based PanTasy is set to launch a new range of block toys in October, while leading Taiwanese global manufacturer and distributor Beast Kingdom is creating a new Peanuts-themed 3D money box with fully movable arms and legs. Taipei-based Infotink has a new range of phone accessories featuring Olaf, Snoopy's brother.

In Singapore, EZ Link is launching its third Peanuts branded transport card in October and unique game-play experience brand Play Nation has unveiled a Peanuts building blocks collection. The Singapore Red Cross (SRC) has also partnered with Peanuts for an exclusive range of limited-edition merchandise including a Snoopy Plush Toy, Bucket Hat and Sling Bag, to celebrate 75 years of SRC's humanitarian work.

In South Korea, KT Sports is on board for a collaboration with KT Wiz Baseball Club for a range of apparel and collectibles, and WithRich has launched a line of pet accessories and apparel including a vintage themed collection and a classic set.

Happiness is...75 Years & great new content

In 1950, Charlie Brown, Snoopy, and the rest of the Peanuts gang were first introduced to the world. In the 75 years since, Peanuts has become a global phenomenon, encompassing award-winning animated content, stage shows and live experiences, high profile collaborations, and retail programs around the world. Artists, musicians, philosophers, and fans have been inspired by Charles Schulz' creation for over seven decades and there is no end in sight for this beloved cast of characters who speak so beautifully and simply to the human experience.

New content from Peanuts and WildBrain, produced for Apple TV+, continues to delight fans. Following the success of season one of the new series *Camp Snoopy*, launched this summer, a second season has been announced, featuring Snoopy and the Beagle Scouts along with Charlie Brown and friends as they enjoy an adventure-filled summer outdoors.



The latest Peanuts family special, *Welcome Home, Franklin*, also launched on Apple TV+ this year with rave reviews and multiple award nominations. Apple TV+ also recently announced the greenlight of a new animated feature film to be produced by Peanuts and WildBrain.

The new and upcoming Peanuts content builds on the steady stream of fresh series and specials Peanuts and WildBrain have produced for Apple TV+ over recent years, expanding the Peanuts universe with great new stories for fans to enjoy.

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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.

About Blue Dragon Art

Founded in 2002 in Taipei, Blue Dragon Art Company is one of Asia's premier curatorial firms, celebrated for its impactful exhibitions and dedication to fostering East-West cultural exchanges. Over the past 20 years, Blue Dragon has completed over 100 art installations with globally renowned artists such as Yayoi Kusama, Yoshimoto Nara, Choi Jeong Hwa, Marc Fornes, Daniel Buren, Yaacov Agam, David Gerstein, and Dale Chihuly. Among its most notable exhibitions are the Giant "Yellow Duck" Tour in China by Florentijn Hofman, which drew 12 million visitors across 8 cities, the Hans Christian Andersen Awards 50th Anniversary Exhibition with 2.7 million visitors, and the Einstein Exhibition, licensed by the Albert Einstein Archives. As Blue Dragon Art prepares for the Peanuts 75th Anniversary Art Tour, it continues to blend cultural significance with contemporary art, engaging new audiences worldwide. For more information, please visit: <https://www.bluedragonart.com.tw/en/>



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.