



CRIBSTAR X PEANUTS BABYWEAR COLLECTION LAUNCHES

London 12th December 2019: London-based baby and kidswear brand Cribstar, has launched two gender neutral Peanuts babywear ranges – Space and Superhero – in a collaboration brokered by WildBrain CPLG UK, on behalf of Peanuts Worldwide.

The Space collection was inspired by the 50th anniversary of the Apollo 11 moon landings. The monochrome range features a signature Cribstar slogan, 'I Need Space', alongside illustrations of Snoopy as an astronaut. Pieces include an all-over print sweatshirt (£18), an all-over print harem legging (£15), motif print t-shirt (£12) and motif print long-sleeved harem romper (£25) in 0 – 8 years.

The Superhero collection in base grey features the slogan 'Kind of a big deal' which was created to tap into exactly what kids love ...superheroes! In addition to the slogan, the illustrations feature Snoopy as a masked superhero alongside a graphic yellow lightning bolt print. The Superhero collection comprises an all-over print sweatshirt (£18), all-over print harem leggings (£15), all-over print t-shirt (£12), motif print sweatshirt (£18), motif print t-shirt (£12), motif print long-sleeved harem romper (£25) in 0 – 8 years as well as a motif print women's sweatshirt for a mini me look (£25.00) in S, M, L & XL.

Also included in the collection is a very limited run Christmas jumper (£18), which features a festive Snoopy wearing a Santa hat and matching scarf, marching along with his best friend Woodstock, with the slogan 'Is it CHRISTMAS Yet?' on a striking black base background. The jumper is available in ages 0– 8 years.

Jadwiga Batatawala, Director, at Cribstar, said: "We delved into the Peanuts archive to tap into the sarcasm and irony featured in our two collections – we hope these designs bring a smile to parents' and children's faces!"

Laura Quinn, Category Manager UK, at WildBrain CPLG, said: "We are so excited to see the Peanuts collaboration with Cribstar launch! Cribstar have created a wonderful collection featuring unique and fun designs perfect for Peanuts fans young and old, expanding the brand's presence in the baby category."

The Cribstar x Peanuts collection is available from www.cribstar.co.uk and select UK retailers.

For more information, please contact:

Victoria Whellans, Senior Business Development Manager, Brands, WildBrain CPLG

+44 (0)208 563 6400

victoria.whellans@cplg.com



About Cribstar

Cribstar is designed by husband and wife team, Zishan and Jadwiga Batatawala. Since it launched in 2015, it quickly became known for its striking animal prints, fun graphics and standout slogans for those who refuse to blend into a crowd. Proud to be an ethical company, the collections are all produced in factories in Poland with stock transported to the UK via road rather than carbon-heavy air travel. The collections are made without the use of child labour and use Oeko-Tex 100 certified fabrics, which are free from all forms of harmful chemicals.

About Peanuts

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* 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. The new series *Snoopy in Space* launched on AppleTV+ on November 1, 2019. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain Spark network on YouTube. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip 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. The *Peanuts* characters and related intellectual property are 41% owned by WildBrain (TSX: DHX, NASDAQ: DHXM), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.

About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 40 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.