



FELIX THE CAT CELEBRATES ITS 100TH ANNIVERSARY WITH COMMEMORATIVE COLLECTIONS

London, 8th November 2019: Universal Brand Development, and licensing agent WildBrain CPLG, celebrate Felix the Cat's 100th anniversary this month with a number of exciting product launches including a capsule footwear collection from Skechers.

The Skechers x Felix the Cat footwear collection for women highlights the happy-go-lucky attitude of Felix the Cat on Skechers' popular styles – featuring his character prints, logo details and trademark colors. The Skechers x Felix the Cat collection will be available at Skechers retail stores, Skechers.com and select department and specialty stores in the United States, as well as select markets worldwide.

December 1st will see Funko launch a limited-edition box set featuring a platinum Felix the Cat Pop! Vinyl and commemorative 100th anniversary t-shirt. The box set will be available exclusively at Target.com.

North American licensee Aliquantum International Inc. will launch a Felix the Cat plush range including a plush cushion, key ring and a limited-edition plush embossed with the 100th Anniversary logo on Felix's paw.

In Europe, The Benetton Group recently launched an apparel collection featuring the iconic character. Felix is featured in an adult and kids' nightwear and underwear range as part of Undercolors of Benetton – the underwear, beachwear, sleepwear and accessories line of United Colors of Benetton. The range is being supported with window displays in key city centre stores, social media activity and a special Felix gift with purchase. The range is available to buy at all Benetton stores worldwide and at Benetton.com.

Sisley, the fashion brand of the Benetton Group, known for its contemporary aesthetics and leading-edge design, has launched a Felix apparel collection across men's and ladies' t-shirts and sweatshirts. The collection is available at all Sisley stores worldwide and online at Sisley.com and will roll-out into childrenswear from Spring 2020.

Felix the Cat made his big screen debut in 1919 and went on to have his own cartoon strip and cartoon series. Created by a team of talented animators, among them Otto Messmer and Joe Oriolo, Felix the Cat appeared in over 100 movies during the 1920s and 30s and is today considered a true pop icon of international fame.



Reinvented in the 1950s with a catchy theme song and his notorious “magic bag of tricks,” Felix the “wonderful, wonderful cat” has inspired generations of fans from all walks of life, making him both a pop-culture phenomenon and an anti-hero icon.

These product launches mark an exciting year for Felix which will see further collaborations and retail activations to be announced over the coming months led by licensing agent WildBrain CPLG, on behalf of Universal Brand Development.

For further information contact:

Victoria Whellans, Senior Business Development Manager, Brands, WildBrain CPLG
+44 (0)208 563 6400
victoria.whellans@cplg.com

Molly Quiring, Director Global Communications, Universal Brand Development
818-777-9050
Molly.Quiring@nbcuni.com

About Universal Brand Development

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products and Games and Digital Platforms based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination, DreamWorks Animation and NBCUniversal cable and television. Universal Brand Development is part of NBCUniversal, a subsidiary of Comcast Corporation. www.universalbranddevelopment.com.

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.

About Skechers USA, Inc.

Based in Manhattan Beach, California, Skechers (NYSE: SKX) designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. Skechers footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, more than 3,300 Skechers Company-owned and third-party-owned retail stores, and the Company's e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).