



NEW PUMA X PEANUTS GLOBAL COLLABORATION LAUNCHES

New kids and adult fashion collection inspired by Charles M. Schulz's beloved comic strip

London UK – 18 January 2021 – Peanuts Worldwide is collaborating with sports company PUMA for a line of footwear, apparel, and accessories for adults and kids featuring Charles M. Schulz's classic characters. The deal was brokered by WildBrain CPLG's German team.

The PUMA x Peanuts adult offering sees the launch of classic PUMA styles adorned with members of the Peanuts gang including Charlie Brown, Snoopy, and Woodstock in basketball inspired scenes. The clothing will bring a collection of tees, hoodies, and sweatpants for both men and women. The footwear includes the Future Rider and classic basketball style, the Ralph Sampson. Rounding out the adult items in the range are beanies and a backpack.

The kids' Peanuts collection encompasses visuals of the characters playing sports including baseball, football and more. In a variety of items for girls and boys, the collection features hats, backpacks, and classic T7 track suits. Key PUMA footwear styles including the Mirage Mox and Ralph Sampson will also be available in junior, preschool, and infant sizing.

Tara Botwick, Senior Director, Territory Management EMEA for Peanuts Worldwide, said: "The PUMA x Peanuts collaboration brings together two iconic and internationally loved brands. We're confident both kids and adults will love the sportswear and accessories that mix PUMA's distinctive styles with eye-catching Peanuts art in a line full of character, imagination and nostalgia."

The PUMA x Peanuts collection is now available at PUMA.com and at PUMA stores and select retailers.

For more information, please contact:

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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 PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.about.puma.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 45 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.