



WILDBRAIN ANNOUNCES NEW DISTRIBUTION AND CONSUMER PRODUCTS DEALS FOR CARMEN SANDIEGO

Toronto, ON – [August 3 2023] – WildBrain, a global leader in kids’ and family entertainment, is announcing new deals across distribution and consumer-products licensing for the Emmy Award-winning action-adventure animated series *Carmen Sandiego*, produced by HarperCollins Productions and WildBrain’s animation studio in Vancouver. The deals build on WildBrain’s longstanding relationship with HarperCollins Productions on the Carmen Sandiego franchise, underscoring the company’s 360° offering of production, distribution and licensing for the brand.

In distribution deals, WildBrain has inked new partnerships for seasons one to four of the hit series (33 x 30’ total) with RTS (Switzerland), TVNZ (New Zealand), BIGI Channel (Israel), Edel Music and Entertainment (Germany), and SIC K and Txillo (Portugal).

In global consumer products deals, WildBrain CPLG, the company’s dedicated licensing agency, has signed a new partnership with Threadless for a wide range of products across apparel, home décor, bedding, headwear, bags, accessories, hosiery, skateboards and decks; a deal with The Loyal Subjects for fashion dolls and figurines, showcasing Carmen Sandiego throughout the years; and a new digital audio product with Tonies.

These new licensees for the Carmen Sandiego brand join others announced this June at Vegas Licensing Expo for the U.S., including Fun.com which is expanding its adult costume offering to include children’s costumes later this year, and Trevco for print-on-demand apparel and accessories, which are available now through Amazon.

Caroline Tyre, VP Global Sales & Rights Strategy, said: “The new *Carmen Sandiego* series continues to drive engagement with partners around the world. We’re pleased to further our work with HarperCollins Productions to bring the characters to life both on screen and in consumer products for longtime fans and new audiences.”

Caroline Fraser of HarperCollins Productions, added: “The character of Carmen Sandiego is incredibly intriguing to kids and families today. In addition to being the world’s greatest thief, Carmen Sandiego’s overarching theme – to learn about and celebrate all cultures – has never been more important. Our goal has been to bring this theme to kids and families through multiple touchpoints, including onscreen and through consumer products. Wildbrain is the perfect partner to achieve that goal.”

Toronto
25 York St.
Suite 1201
Toronto, ON M5J 2V5
Canada
t +1 416 363 8034

Vancouver
380 West 5th Avenue
Vancouver, BC V5Y 1J5
Canada
t +1 902 423 0260

New York
352 Park Avenue So. FL8
New York, NY 10010
USA
t +1 212 293 8555

London
183 Eversholt Street
London, NW1 1BU
United Kingdom
t +44 (0)20 7631 3931

Shanghai
Unit 4008, Park Place
Office Tower
1601 Nanjing Road (W)
Jing An District
Shanghai, China
200040
t +86 21 62455066



The series, which launched on Netflix in 2019, follows the adventures of Carmen Sandiego—a master thief who uses her skills for good—as she pulls off a string of international capers, while also giving fans a look at Sandiego’s backstory and why she became a thief. Gina Rodriguez (*Jane the Virgin*) stars as Carmen, with Finn Wolfhard (*Stranger Things*) as Player, Carmen’s chief accomplice and friend. A live-action Carmen Sandiego movie is currently in development at Netflix, produced by Kevin Misher from Misher Films and Caroline Fraser from HarperCollins Productions.

WildBrain is the global distributor of *Carmen Sandiego*, the hit Emmy Award-winning animated action-adventure television series produced for Netflix by HarperCollins Productions and WildBrain. WildBrain also distributes all four seasons of the classic 1990s series, *Where on Earth is Carmen Sandiego?*

WildBrain CPLG represents consumer products licensing rights for the Carmen Sandiego brand, on behalf of HarperCollins Productions, including the new series and forthcoming live-action Carmen Sandiego movie.

For more information, please contact:

Aimée Norman at The DDA Group

aimee.norman@ddapr.com

+44 (0) 7957 564 050

About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content and beloved brands. With approximately 13,000 half-hours of filmed entertainment in our library—one of the world’s most extensive—we are home to such treasured franchises as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Caillou, Inspector Gadget and Degrassi. Our integrated, in-house capabilities spanning production, distribution and licensing set us apart as a unique independent player in the industry, managing IP across its entire lifecycle, from concept to content to consumer products.

At our state-of-the-art animation studio in Vancouver, we produce award-winning, fan-favourite series, such as *The Snoopy Show*; *Snoopy in Space*; *Sonic Prime*; *Chip and Potato*; *Strawberry Shortcake: Berry in the Big City*; *Carmen Sandiego*; *Go, Dog. Go!* and many more. Enjoyed in more than 150 countries and on over 500 streaming platforms and telecasters, our content is everywhere kids and families view entertainment. WildBrain Spark, our AVOD network, has garnered over 1 trillion minutes of watch time on YouTube, offering one of the largest selections of kids’ content on that platform. Our leading consumer-products and location-based entertainment agency, WildBrain CPLG, represents our owned and partner properties in every major

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territory worldwide. Our television group owns and operates some of Canada's most-viewed family entertainment channels.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at wildbrain.com.

About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With over 45 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 HarperCollins Productions

HarperCollins Productions is a production company with expertise across all media platforms. Operating within HarperCollins Publishers, the second-largest consumer book publisher in the world, HarperCollins Productions is uniquely positioned to identify book properties with media potential while building a pipeline of original IP developed in-house. It produces TV, film, and interactive media, from conception through launch, handling marketing, product licensing, and promotions for HarperCollins's major franchises, which include Carmen Sandiego®, Pretzel and the Puppies®, and The Oregon Trail®.

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