



WILDBRAIN CPLG STACKS UP NEW PARTNERS FOR TETRIS® BRAND

Cross-category European deals secured for popular video game brand ahead of World Tetris Day on 6 June

WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has signed a raft of new European deals for apparel, back-to-school accessories, fast-moving consumer goods (FMCG) and homeware categories featuring the world-famous video game brand – Tetris®.

Fashion retailer Zara has introduced a collection of men's t-shirts featuring vibrant designs inspired by the Tetris brand, now available worldwide across its stores and online. For Greece, Diakakis Imports SA is on board for a back-to-school range launching this Autumn/Winter 2021, spanning bags, pencil cases and stationery. Across Central and Eastern Europe, leading Polish distributor of textile products, Carbotex, has been signed for a Tetris-themed home textiles collection, which will see bedding, towels and pillows launch from this October, followed by an apparel range in 2022; and Displate will launch a unique range of hand-crafted metal posters featuring iconic Tetris gameplay images later this year.

Additionally, WildBrain CPLG's Germany, Austria and Switzerland (GAS) team has inked deals with Natür Food Ventures GmbH that will see a range of Tetris-themed fruit gummies launch under Natür Food's Powerbeärs brand this month; and with Spreadshirt for an upcoming print-on-demand t-shirt range. Additionally, Tendam is on board for a line of t-shirts and pyjamas, which will be available in multiple territories across Europe, Latin America, Asia and the Middle East starting in July.

Pau Pascual, VP Southern Europe & MD Iberia and MENA at WildBrain CPLG, said: "We continue to see significant licensing opportunities for gaming properties particularly with brands, such as Tetris, that bring a strong sense of nostalgia and resonate favourably with consumers. As we accelerate the Tetris brand's consumer products footprint in key markets, it's fantastic to welcome these new partners who have successfully utilised the brand's iconic gameplay and imagery to develop fun, unique and creative product ranges."

"Never before has the Tetris brand offered such an amazing range of fun, modern lifestyle products for consumers across Europe and the Middle East," said Maya Rogers, President and CEO of Tetris. "We are continuously impressed with WildBrain CPLG's ongoing effort to grow the brand's presence in these markets with unique merchandise collaborations that truly speak to the varied interests of fans. We look forward to seeing fan reaction as each product line hits stores."



WildBrain CPLG represents the Tetris® brand across Benelux; the Nordics; Central and Eastern Europe; Iberia; Turkey; Middle East and North Africa; Russia; and Germany, Austria and Switzerland.

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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. 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 the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. Now after more than 35 years, the brand continues to be loved globally by people of all ages and all cultures. Billions of Tetris games are played online every year, and over 500 million Tetris mobile games have been downloaded to date. The Tetris brand's global licensee network includes major video game publishers, including Nintendo and Sega, as well as many partners in electronics, toys, apparel, lifestyle goods, entertainment and more. Tetris Holding, LLC, is the owner of Tetris rights worldwide, and The Tetris Company, Inc. is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit www.tetris.com.