



## **eOne Names SUPER New Licensing Partners and Multiple Renewals for *PJ Masks* in North America**

### ***Wide Range of Products Launch in the U.S. & Canada for 2020***

**NEW YORK, NY, February 23, 2020** – Entertainment One (eOne) is heading into Toy Fair 2020 with big news for fan favorite [PJ Masks](#) as it continues to expand its presence in the U.S. and Canada with top-notch new partners and more than two dozen renewals across a broad range of consumer products categories.

*PJ Masks*, which delivers its fourth season of episodes to Disney Junior audiences in North America this Spring, will be featured in an array of heroic products from all-new partners like **Procter & Gamble**, as well as additional new products from a multitude of existing partners such as **VTech**, **Disguise, Inc.** and master publisher, **Simon & Schuster**. **Just Play**, master toy partner for the brand, will continue to roll out new lines in 2020 as well.

“We’re thrilled to be working with these fantastic licensees to deliver a variety of exciting new products that will enhance children’s imaginations at playtime --- and that continue to build on the already strong consumer affection for *PJ Masks*,” said Joan Grasso, eOne’s SVP of Licensing, North America, Family & Brands.

Among the newest *PJ Masks* offerings for 2020 are:

- **Procter & Gamble** (Pampers Easy Ups training underwear) – U.S. and Canada
- **Just Play** (master toy, including the *PJ Masks* 2-in-1 Mobile HQ, the *PJ Masks* Air Jet, and Romeo’s Flying Factory.) U.S. and Canada
- **Simon & Schuster** (master publishing) – U.S. and Canada
- **VTech/Leapfrog** (LeapStart™ and electronic learning aids, including the *PJ Masks* flashlight) – U.S. and Canada
- **Disguise, Inc.** (Halloween costumes) – U.S. and Canada

*PJ Masks* has more than 90 licensees in the U.S. and 50 in Canada, covering a broad range of product categories. To date, the property has tallied over 13 million apps downloaded in the North America and garnered more than 1.5 billion press impressions since its launch.

#### **About Entertainment One**

**Entertainment One Ltd. (eOne)** is a talent-driven independent studio that specializes in the development, acquisition, production, financing, distribution and sales of entertainment content. As part of global play and entertainment company Hasbro (NASDAQ: HAS), eOne's expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its extensive reach and scale, and a deep commitment to high-quality entertainment, eOne unlocks the power and value of creativity.

eOne brings to market both original and existing content, sourcing IP from Hasbro’s portfolio of 1500+ brands, and through a diversified network of creative partners and eOne companies

including: international feature film distribution company **Sierra/Affinity**; **Amblin Partners** with DreamWorks Studios, Participant Media, and Reliance Entertainment; **Makeready** with Brad Weston; unscripted television production companies **Renegade 83**, **Daisybeck**, **Blackfin** and **Whizz Kid Entertainment**; live entertainment leaders **Round Room Live**; world-class music companies **Audio Network**, **Dualtone Music Group** and **Last Gang**; and award-winning emerging content and technology studio **Secret Location**.

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