



Entertainment One Announces New Broadcast and Licensing Partners For *PJ Masks* in the UK

-Sony Pictures Television Networks' channel Tiny Pop Signs as Free to Air Broadcaster in the UK

-New Partners Unveiled for Toys, Apparel, Homewares, Accessories and Back-to-School with Products Launching from July 2017

LONDON: 19th January 2017 – Entertainment One (eOne) proudly announces a new broadcast partner and a raft of new licensees signed for its hit preschool superhero TV property ***PJ Masks***, as it prepares to debut the brand's first toy line in the UK from 4th February 2017.

Broadcast exposure for *PJ Masks* will be boosted in the UK when the series launches on Sony Pictures Television Networks' free to air channel **Tiny Pop** from 25th February 2017. The show currently airs on Disney Junior in the UK where it debuted in February 2016 and consistently ranks as one of the channel's top performing shows.

Leading into the 2017 toy fair period, the licensor is also delighted to confirm that **VTech** and **LeapFrog** is on board for a range of electronic toys covering the VTech platforms Innotab/DigiGo and Leapfrogs platforms LeapPad, Epic and LeapStart while **Ravensburger** will produce a range of puzzles and games that

will launch in July 2017. Further anchoring the UK licensing programme, **Roy Lowe** will launch socks from October 2017 and **William Lamb** will introduce a limited range of bags for back to school later this year with an expanded line of bags and footwear to follow in January 2018. In addition, **Dreamtex** will introduce children's bedding from October 2017, **Zak** is signed for lunchware products and **Gemma International** will produce a *PJ Masks* party and greetings range.

Katie Rollings, Head of UK Licensing at Entertainment One, said: "*PJ Masks* is capturing the imaginations of kids and families across the UK and we're delighted that more children will have the chance to watch the show when it premieres on Tiny Pop. The consumer demand for merchandise is building rapidly and with the highly-anticipated toy launch just around the corner, we're thrilled to be welcoming a range of new partners that will bring the action-packed, heroic adventures of the *PJ Masks* trio to life for fans of the show."

Toys are spearheading the launch of *PJ Masks* consumer products in the UK and will debut at retail from 4th February 2017. The master global toy line will be distributed in the UK by **Flair's Just Play** division and the initial products hitting shelves next month include plush, vehicles, action figures and dress-up.

To generate excitement around the toy launch, eOne and Flair's Just Play will execute a comprehensive marketing and PR strategy spanning a costume character retail tour throughout February and April 2017, consumer media advertising, national competitions, social media and digital support, in addition to activity sheet distribution across retail and travel franchises including **Fayre**

& Square restaurants. Broadcast partner **Disney Junior** will also support with run on-air giveaways and promotions.

Following the toy launch in February, the licensing programme will be significantly expanded from July 2017 with products launching in the apparel, publishing, homeware, accessories and back-to-school categories.

The new partners unveiled today join the growing UK licensing programme for *PJ Masks* that also includes **Hachette** as the UK's master publishing partner, **Immediate Media** for a standalone 4-weekly kids' magazine, **Redan** for *PJ Masks* content in its popular multi-brand *Fun to Learn Favourites* and *Fun to Learn Friends* magazines and **Aykroyds & TDP** for kids' nightwear and underwear.

PJ Masks launched on the 24-hour preschool **Disney Junior** channel in the UK in February 2016 and is proving to be a big hit with both girls and boys aged 3-6 years. The show consistently features in the channel's top 5 rated series and a second series is currently in production.

A global digital marketing strategy for *PJ Masks* is driving fan engagement through a dedicated content-packed website, plus Facebook, Twitter and YouTube channels which are rapidly gaining traction. The licensor also released the brand's first free app, 'Moonlight Heroes', globally in June 2016 which has notched up over 5 million downloads since its launch, of which over 200k have been downloaded in UK. Bolstering the brand's app offering, eOne launched the first *PJ Masks* paid app 'Super City Run' in multiple international territories in December 2016 and the app has already generated 30k downloads.

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For press enquiries please contact:

Diana Veysey / Charlotte Newcombe @ License to PR

Email: diana@licensetopr.co.uk / charlotte@licensetopr.co.uk

Tel: 020 7637 4660

About Entertainment One

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company's diversified expertise spans across film, television and music production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One's robust network includes film and television studio **The Mark Gordon Company**; content creation venture **Amblin Partners** with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; leading feature film production and global sales company **Sierra Pictures**; unscripted television production companies **Renegade 83**, **Paperny Entertainment** and **Force Four Entertainment**; world-class music labels **Dualtone Music Group** and **Last Gang**; and award-winning digital agency **Secret Location**.

The Company's rights library is exploited across all media formats and includes more than 100,000 hours of film and television content and approximately 40,000 music tracks.