

**WARNER BROS. CONSUMER PRODUCTS AND DC ENTERTAINMENT REV UP AS WORLDWIDE
LICENSING AND MERCHANDISING PROGRAM LAUNCHES FOR
*BATMAN v SUPERMAN: DAWN OF JUSTICE***

The Highly Anticipated Film from Zack Snyder Hits Theatres March 25

Burbank, CA – January 21, 2016 – As two legendary DC Comics Super Heroes come face-to-face on the big screen for the first time, Warner Bros. Consumer Products (WBCP) has teamed up with a powerhouse slate of global licensees for a broad, multi-category licensing and merchandising program to support the highly anticipated action adventure film *Batman v Superman: Dawn of Justice*, directed by Zack Snyder, soaring into theaters on March 25.

“As the most iconic Super Heroes come together for the first time ever on the big screen in *Batman v Superman: Dawn of Justice*, we are thrilled to be partnering with licensees around the world to support the film,” said Diane Nelson, President of DC Entertainment (DCE), President, Warner Bros. Consumer Products (WBCP), and President & Chief Content Officer of Warner Bros. Interactive Entertainment (WBIE).

Revvng up for *Batman v Superman: Dawn of Justice* is global master toy licensee Mattel as it unveils its vast toy line, including action figures, vehicles, playsets and collectible figures, highlighted by the fan-favorite and much-anticipated Multiverse™ line, which captures the superior accuracy and details of the film’s characters. Also supporting *Batman v Superman: Dawn of Justice* are global licensees such as The LEGO Group, with exciting construction sets inspired by memorable scenes from the film; Rubie’s Costume Co., with a new line of *Batman v Superman: Dawn of Justice*-inspired costumes and accessories for both kid and adult fans; and many more.

Additional toys, games, and collectibles partners bringing the *Batman v Superman: Dawn of Justice* products to life include Funko with fan-favorite stylized collectible figures; Thinkway Toys with a role-play line for Batman and Superman fans; Jakks Pacific with their popular 31-inch and 20-inch collectible Batman and Superman figures to size up for the epic film event; Tonner Dolls with detailed-design fashion dolls; Bandai America with poseable figure model kits; Spin Master with roaring remote control Batmobiles; and Buffalo Games with adult puzzles; among many other licensees. DC Comics enthusiasts also won’t want to miss detailed statues from Sideshow Collectibles; authentic prop replicas from The Noble Collection; an 18-inch articulated figure from NECA; high-end replica Batmobiles from Soap Studios; and high-end collectible creations from Hot Toys, Kotobukiya, SquareEnix, Medicom Toy, Prime 1 Studio and Union Creative.

The impressive roster of licensees also includes a number of categories, ranging from apparel and accessories, to stationery and publishing. Perennial global partner Bioworld brings a line of *Batman v Superman: Dawn of Justice*-inspired apparel and accessories, with graphics and icons representative of the DC Comics Super Heroes; well-known label Junk Food offers statement Batman emblem and S-Shield t-shirts; Converse kicks off a fan-favorite collection worldwide for those wanting to team with Batman and/or Superman; global partner Under Armour sports high-end athletic wear; New Era Cap Company brings a range of headwear; and Matchless London offering high-end leather jackets and bags as worn in the film; along with many others.

Publishers include Scholastic, with an official *Batman v Superman: Dawn of Justice* behind-the-scenes children's film guide and a movie companion junior novel; and Titan Books with the film's official art/making of book, tech manual focusing on the gadgets, weapons and vehicles in the film and an official souvenir magazine. Additional licensees include global partner Hallmark, with gifts and novelties; Sakar International, with electronics and accessories; PEZ Candy for fans of all ages; General Mills, with inspired cereal for Batman and Superman for all fans to enjoy; and even Fetch for Cool Pets, with pet accessories for furry friends to get in on the fun.

Around the world, a number of licensees have started to gear up for the debut of *Batman v Superman: Dawn of Justice* with offerings in their local markets. Throughout Europe, the Middle East and Africa (EMEA) regions, retailers and partners supporting *Batman v Superman: Dawn of Justice* include Carrefour, H&M, Inditex, Lidl, Primark, and TV Mania, all offering an array of products. Licensees also include Sambro with inspired product; Vivid Toy Group with electronic role play; Jumbo with puzzles and games; GB Eye and Pyramid International with posters and stationery; and Propel to include Drones and other Batman-inspired high-tech product supporting the film later this year. D'Arpeje SAS will roll out cool film-inspired scooters, in-line skates, skates, and protection gear across France, Belgium, the Netherlands, Luxembourg, Spain and Portugal, while MV Sports brings bikes, helmets, skates and scooters to the UK. Additional retail partners Benetton and Mango will offer apparel and accessories with pan-regional support throughout EMEA and Australia, and C&A throughout EMEA, China and Mexico. In the Asia-Pac and Australia regions, fans can get into the action at retailers including Jay Jays, Big W and more; and licensees including Hunter Leisure with sporting goods; Sherrin with cool sports gear; Caprice with apparel, footwear and back-to-school accessories; and Licensing Essentials for homeware and gifting; as well as products including Japan's Seiko with a limited edition "Wired" watch, and AEON with their Doublefocus clothing line. Throughout the Latin America region, partners and retailers are supporting *Batman v Superman: Dawn of Justice* in many countries and multiple categories, including Mexico's Aurimoda, Grupo Industrial Brigitte and Movis with apparel; Digital Guru with vespa motorcycles, hoverboards and tablets; Oceanus International with bicycles, scooters and camping gear; Photopack with luggage; Targmex with back-to-school goods; Grupo Zet with bedding; Regalos Siglo XXI with dinnerware; and Lucky Clover with stationery and Granmark with stationery and gifting; as well as in Central America, apparel from ATC International and stationery from Industria Papelera; and in South America, Alpargatas with athletic wear; Crup Argentina with apparel; Titanio with back-to-school wear; Libesa with stationery; and Falabella in Chile, Peru and Colombia with inspired product; among many others licensees.

Products inspired by the film will roll out throughout January and be available at retailers worldwide, and at www.WBShop.com.

Press materials are also located at: wbcpmedia.warnerbros.com

###

About *Batman v Superman: Dawn of Justice*

Warner Bros. Pictures presents, an Atlas Entertainment/Cruel and Unusual production, a Zack Snyder film, *Batman v Superman: Dawn of Justice*, starring Oscar winner Ben Affleck (“Argo”) as Batman/Bruce Wayne and Henry Cavill as Superman/Clark Kent in the characters’ first big-screen pairing. Directed by Snyder, the film also stars Oscar nominees Amy Adams (“American Hustle”), Jesse Eisenberg (“The Social Network”), Diane Lane (“Unfaithful”) and Laurence Fishburne (“What’s Love Got to Do with It”); Oscar winners Jeremy Irons (“Reversal of Fortune”) and Holly Hunter (“The Piano”); and Gal Gadot as Wonder Woman/Diana Prince. Snyder directed from a screenplay written by Chris Terrio and David S. Goyer, based on characters from DC Comics, including Batman, created by Bob Kane with Bill Finger, and Superman, created by Jerry Siegel and Joe Shuster. The film is produced by Charles Roven and Deborah Snyder, with Wesley Coller, Geoff Johns and David S. Goyer serving as executive producers. *Batman v Superman: Dawn of Justice* will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company. The film opens nationwide in RealD 3D, and in 2D, and in select IMAX 3D theaters on March 25, 2016. This film has been rated PG-13 by the MPAA for intense sequences of violence and action throughout, and some sensuality. batmanvsupermandawnofjustice.com

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world.

BATMAN V SUPERMAN: DAWN OF JUSTICE and all related characters and elements © & ™ DC Comics and Warner Bros. Entertainment Inc. (s15)

Media Contacts:

Janice Aguilar-Herrero
Warner Bros. Consumer Products
818- 954-3821
janice.aguilar-herrero@warnerbros.com

Molly Quiring
Bender | Helper Impact on behalf of WBCP
310-694-3120
molly_quiring@bhimpact.com