



**WARNER BROS. CONSUMER PRODUCTS AND DC ENTERTAINMENT,  
IN PARTNERSHIP WITH MATTEL, JOIN FORCES WITH TARGET TO CREATE A  
POWERFUL NATIONAL RETAIL PROGRAM FOR *DC SUPER HERO GIRLS***

Global Master Toy Licensee, Mattel, Among Other Key Partners,  
Debut Brand-New Merchandise Collection for Girls  
Available Exclusively at **Target**

All-New Television Special to Debut on **Turner's BOOMERANG**  
Timed to Retail Launch in March

**Burbank, Calif. – February 9, 2016** – Warner Bros. Consumer Products (WBCP) and DC Entertainment (DCE), in partnership with Mattel, announced an exclusive partnership with Target Corporation (NYSE: TGT) to offer a first-look at the *DC Super Hero Girls* merchandise collection, featuring a special assortment of merchandise across multiple categories, including toys and dress up, apparel and accessories, publishing and more, to be sold exclusively at Target, beginning in March 2016. *DC Super Hero Girls* harnesses the power of the world's most iconic female characters from DC Comics, including Wonder Woman, Supergirl, and Batgirl, as they learn to hone their super powers in a high school setting and gives young fans the chance to play, watch, read and be inspired to discover their full super power potential.

Boomerang, a division of Turner, will also be the exclusive broadcast partner for *DC Super Hero Girls*, with Boomerang as the official broadcaster to bring the first animated television special and the series of animated digital shorts to viewers. From award-winning Warner Bros. Animation in partnership with Mattel's Playground Productions, the first 44-minute television special is slated to premiere this Spring. The *DC Super Hero Girls* digital animated shorts will also be featured on Cartoon Network's *CN App*, giving fans the opportunity to explore the *DC Super Hero Girls* universe and get to know the Super Heroes. Additionally, the first of a series of *DC Super Hero Girls* made-for-videos is scheduled for release later this year, from Warner Bros. Home Entertainment.

"It's time for girls to get their capes on and envision themselves as strong, powerful and connected beings at the center of their own superhero story, and *DC Super Hero Girls* provides a brand-new, robust universe to do just that," said Diane Nelson, President of DC Entertainment, President of Warner Bros. Consumer Products and President & Chief Content Officer of Warner Bros. Interactive Entertainment. "The toys, dolls, action figures and books that are rolling out at Target this spring, combined with the fun animated series currently online, feature stories of empowerment, inspiration and optimism that are relatable to girls. This program is changing the face of superhero culture, and we are really proud of that."

"Target prides itself on keeping a pulse on pop culture, and we have a legacy of getting behind the hottest franchises to bring our guests exclusive merchandise from their favorite movies, television shows and characters," said Scott Nygaard, senior vice president of merchandising, Target. "We are

thrilled to be working with some of the industry's leading partners to introduce a new generation to these inspirational characters, and know fans of all ages will embrace these beloved and iconic heroines as they build new memories.”

*DC Super Hero Girls* merchandise will fly onto shelves nationwide, exclusively at Target, beginning in March 2016. Featured products from the new line include: toys, dress up, apparel, accessories, publishing and more. Master toy partner Mattel unveils its new *DC Super Hero Girls* collection, featuring the industry-firsts: the first-ever 6-inch action figure designed for girls; first 12-inch collection of action dolls featuring strong, athletic bodies that stand on their own in heroic poses; and first-ever action role-play toys for girls.

The *DC Super Hero Girls* global merchandise program will hit retail worldwide, beginning in July 2016, offering a wide range of product to fans around the world.

Additionally, WBCP, DCE and Mattel will be launching a *DC Super Hero Girls App* in March, allowing fans the opportunity to watch the animated shorts, play games, interact and connect with the *DC Super Hero Girls* world – taking the *DC Super Hero Girls* whenever and wherever they go.

### **DC SUPER HERO GIRLS**

*DC Super Hero Girls* centers on the female Super Heroes and Super-Villains of the DC Comics universe during their formative high school years—prior to discovering their full super power potential. Featuring a completely new artistic style and aesthetic, DC Comics' icons such as Wonder Woman, Supergirl, Batgirl, Harley Quinn, Bumblebee, Poison Ivy, Katana and many more, make their unprecedented teenaged introduction. Each character has her own storyline that explores what teen life is like as a Super Hero, including discovering her unique abilities, nurturing her remarkable powers and mastering the fundamentals of being a hero.

*DC Super Hero Girls* is a fun, immersive world that encourages girls to discover their own super-heroic potential with new animated shorts, TV specials, and made-for-video movies; as well as a merchandise program across all categories, and more. Random House Children's Books continue to expand on its portfolio of middle-grade novels, with author Lisa Yee; and DC Comics continues to create original graphic novels, with writer Shea Fontana – both publishing programs bringing the *DC Super Hero Girls* universe to life in all-new stories that expand the world from what is featured in the animated content. Fans can discover more at [DCSuperHeroGirls.com](http://DCSuperHeroGirls.com) and through dedicated social media platforms, including YouTube, Facebook and Instagram.

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### **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.

### **About Mattel**

The Mattel family of companies (Nasdaq: [MAT](#)) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at [www.mattel.com](http://www.mattel.com), [www.facebook.com/mattel](http://www.facebook.com/mattel) or [www.twitter.com/mattel](http://www.twitter.com/mattel).

### **About Target**

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,792 stores and at Target.com. Since 1946, Target has given 5 percent of its profit to communities, which today equals more than \$4 million a week. For more information, visit [Target.com/Pressroom](http://Target.com/Pressroom). For a behind-the-scenes look at Target, visit [Target.com/abullseyeview](http://Target.com/abullseyeview) or follow @TargetNews on Twitter.

### **About Boomerang**

Launched in the U.S. on April 1, 2000, and now aligned across 13 international feeds, Boomerang is Turner's global 24-hour, all-animation network for kids and families dedicated to showcasing both timeless cartoons from the Warner Bros., Hanna-Barbera, MGM and Cartoon Network libraries, as well as exclusive acquisitions and original productions from around the world.

Turner is a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

**Press materials are located at: [wbcpmedia.warnerbros.com](http://wbcpmedia.warnerbros.com)**

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