



**WARNER BROS. CONSUMER PRODUCTS AND DC ENTERTAINMENT
TAKE TO THE SKIES WITH THE WORLDWIDE LAUNCH OF
SUPER POWERED LICENSING AND MERCHANDISING PROGRAM FOR
*DC SUPER HERO GIRLS***

Master Toy Partner Mattel, Among Other Key Licensees
Including Random House Children's Books, The LEGO Group and Rubie's Costumes,
Unveil Expansive Global Merchandise Collections

Burbank, Calif. – July 14, 2016 – *DC Super Hero Girls* takes the world by storm! The all-new universe just for girls that harnesses the power of the world's most iconic DC female Super Hero characters, including Wonder Woman, Supergirl, and Batgirl, *DC Super Hero Girls* soars to new heights as Warner Bros. Consumer Products (WBCP), in partnership with DC Entertainment (DCE), announces the powerful global expansion of the licensing and merchandising program at retail in more than 35 countries around the world, beginning this month.

"With our best-in-class licensees and partners, we're excited to bring this girl-empowered program to fans around the world and allow them to imagine, aspire and be strong, brave and powerful," said Pam Lifford, President, Warner Bros. Consumer Products.

Anchored by master toy partner Mattel, the global launch of *DC Super Hero Girls* merchandise crosses more than 30 categories from toys to costumes, apparel to accessories, publishing to stationery, and more. The impressive roster of licensees supporting the worldwide launch also includes Random House Children's Books as master publishing partner, The LEGO Group as the exclusive construction partner, Rubie's Costumes, Evy of California, Jerry Leigh, Party City, Hallmark, American Greetings, Franco Manufacturing, Funko, Buffalo Games, Crayola, PEZ Candy and many more.

DC Super Hero Girls continues to have new content developed in collaboration with Warner Bros. Consumer Products, DC Entertainment, Warner Bros. Animation and master toy partner Mattel. All-new content includes TV specials, made-for-video releases, animated webisodes and digital content, debuting locally in each market, as well as publishing, with the release of the first original graphic novel *DC Super Hero Girls: Finals Crisis* from DC, and the Random House Children's Books middle-grade novel series with the second book *Supergirl at Super Hero High*, both out in July, and more to come.

The expanded *DC Super Hero Girls* merchandise program brings an array of product with licensees from Europe, the Middle East and Asia (EMEA), Latin America, Asia-Pacific and more. Licensees throughout the EMEA region include IMC for youth electronics and role play; D'Arpeje with an outdoor collection of scooters, skates, in-line skates and protective gear; Sambro with pocket money and creative play items; Character World with fun bedding; Pyramid bringing posters and gifting accessories; and Airval for personal care products including fragrances and bath gift sets; among many others.

Latin America will see strong support for *DC Super Hero Girls* with key licensees from Mexico to Brazil to Peru and more, including Photo Pack with leisure luggage and handbags to pack and run; Regalos Siglos

XXI with dinnerware for meals and snacks to always be super; Importadora y Exportadora Rosen with cool backpacks; Foroni with school-cool notebooks; Grendene with stylish sandals; and Riachuelo with an apparel collection including jackets, blouses, shorts, dresses and more.

Asia-Pacific will also bring the super heroic program to kids and fans in the region with licensees from Asia, Australia, Japan and more, including the DC Super Heroes branded stores in China, Singapore, Malaysia, which will be carrying a range of *DC Super Hero Girls*-inspired kids apparel; as well as PT Rajapaksi Adyaperkasa with speedy footwear; and PT Indo Prima with houseware for kids to create their very own *DC Super Hero Girls* world. Additional licensees include Caprice bringing apparel, outerwear and houseware collections for kids; Mitch Dowd with super-sleepwear; and Hunter Leisure with more creative arts & crafts, stationery and sporting goods; and more.

In March 2016, WBCP and DCE unveiled the first look at the *DC Super Hero Girls* licensing program, exclusively at Target in the U.S. *DC Super Hero Girls* made history with the announcement of its 6-inch action figure line designed for girls; the 12-inch collection of action dolls featuring strong, athletic bodies that stand on their own in heroic poses; and the collection of action role-play toys for girls, all from Mattel. March also coincided with the debut of all new content, including the *DC Super Hero Girls* mobile app, which allows kids the opportunity to watch the animated shorts, play games, interact and connect with the *DC Super Hero Girls* world whenever and wherever they go. Additionally, the very first U.S. broadcast TV special debuted exclusively on Boomerang in March, with additional airings on Cartoon Network.

DC Super Hero Girls product will be available at retailers around the world beginning this month.

Downloadable product images are available [here](#).

ABOUT DC SUPER HERO GIRLS

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

DC Super Hero Girls is a fun, immersive universe that encourages girls to discover their own super-heroic potential with new animated webisodes, 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 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 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 (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. 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.

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