



**WARNER BROS. CONSUMER PRODUCTS AND DC ENTERTAINMENT
REVEAL GLOBAL LICENSING AND MERCHANDISING PROGRAM FOR
FIRST-EVER MOTION PICTURE OF *WONDER WOMAN***

***First-to-Market Partnership with Walmart and Mattel® In Stores Now
Featuring Exclusive Dolls, Role Play Toys and More***

Burbank, CA – April 4, 2017 – Standing tall as an empowering symbol for justice, equality and peace, the iconic DC Super Hero Wonder Woman stars in her first solo feature film, and Warner Bros. Consumer Products (WBCP) brings an Amazonian Warrior fleet of licensees from around the world to deliver a global licensing and merchandising program in support of this highly anticipated action-adventure film. From director Patty Jenkins and starring Gal Gadot, *Wonder Woman* flies into theaters around the world beginning June 2, 2017, from Warner Bros. Pictures.

As part of its broad, multi-category global licensed program, WBCP has partnered with mass retailer Walmart and global toy partner Mattel to bring fans some of the dynamic *Wonder Woman* toys in a first-to-market debut at Walmart stores and Walmart.com in the U.S. This month-long retail program, which kicked off on March 31 and runs through April 28, features Mattel's *Wonder Woman*-inspired doll line and role play toys. Additionally, WBCP's larger global merchandising program is fit for a warrior, with product from top licensees including The LEGO Group, Rubie's Costumes, Funko, Bioworld, New Era, Hallmark and many more, encompassing collectibles, construction, greetings and novelties, more toys, dolls, apparel and accessories, and much more, rolling out widely at all other retailers around the world, beginning on April 7.

"We're thrilled to bring *Wonder Woman* front and center to retailers worldwide in support of her first solo feature film," said Pam Lifford, President, Warner Bros. Consumer Products. "WBCP has developed an incredible assortment of trend-right products in collaboration with our best-in-class licensees, allowing fans of all ages to express their fandom and bring Wonder Woman's empowerment, inspiration and beauty to life."

The partnership with Walmart and Mattel includes an exclusive 2-pack Doll Set of *Wonder Woman* and her ally Steve Trevor, alongside additional *Wonder Woman* film-inspired dolls and role play toys. The Mattel dolls will feature Wonder Woman in a variety of outfits, including her action-packed training gear, dynamic warrior ensemble and undeniably chic evening gown, all inspired by costumes in the film. These dolls can be positioned in heroic action poses while holding such iconic Wonder Woman accessories as her sword, bow and arrow, shield, and her iconic lasso. The full line of dolls and role play toys will also be available at other retailers following this debut, and Walmart will also roll-out additional exclusive product from Jakks Pacific, Funko and Fisher-Price® in May. The legendary Amazonian will also

be highlighted at this year's Bentonville Film Festival (May 2-7) through a series of art shows and events. Plus, to further capture the multi-generational female appeal of the film, Walmart shoppers will also be able to purchase special Wonder Woman-themed flower bouquets in 2,000 Walmart stores in the U.S. this Mother's Day (May 14).

On April 7, WBCP's global program will begin to roll-out and will also be highlighted by global partner The LEGO Group with an exclusive offering only at Toys'R'Us and LEGO stores and retail channels, including shop.lego.com and Toysrus.com for an epic LEGO® *Wonder Woman* construction set inspired by captivating moments from the film. Also part of the global program, are multiple partners and products, including Mattel with Multiverse Action Figures, Hot Wheels, and a Barbie® collection for adult collectors; and Rubie's Costume Co. will have a new line of *Wonder Woman*-inspired costumes and accessories for both kid and adult fans. Other licensees supporting the film include Funko with fan-favorite stylized collection of collectible character figures; Jakks Pacific with their oversized popular collectible figures; Nobel Collection with authentic prop replicas; Sideshow Collectibles with highly detailed movie-inspired statuettes; Hallmark with greeting cards, gift presentation, and Itty Bitty™ plush; Jada Toys with metal collectible figures; Icon Heroes with novelty replicas; QMX with stylized collectible figures; Tonner Dolls with highly detailed fashion dolls; Madame Alexander with imaginative *Wonder Woman*-inspired dolls; and many more.

Fans will be able to show off their support with Bioworld's apparel and accessories; Evy of California's and Richard Leeds International's apparel collections; New Era's *Wonder Woman* line of fan-favorite caps; and Underboss's comfortable undergarments and sleepwear for every fan. Other leading licensees include Franco Manufacturing, The Northwest Company and Trends International to bring bedding, blankets, throw pillows, home décor and novelty items into the homes of the most passionate *Wonder Woman* fans. And WBCP will offer a publishing program for young to avid readers, including HarperCollins, Centum and Titan Books, capturing some of the most unforgettable moments from the film and behind the scenes.

Around the world, WBCP's licensees have started to gear up for the debut of *Wonder Woman* with offerings in their local markets. Throughout Europe, the Middle East and Africa (EMEA) regions, many retailers and partners supporting *Wonder Woman* will offer an array of product. In Italy, partners like OVS will release inspired apparel collections and have dedicated window displays featuring the *Wonder Woman* collections. In Germany, the film will see support from Elbenwald, EMP and other partners, including Spreadshirt Shop with great t-shirts, hoodies and sweatshirts, as well as a variety of gifts and novelties inspired by the film; Muckle with a life-size figure of the beautiful Amazonian Warrior; Schleich with a collectible figurine. Regional partners like GB Eye and Pyramid International will offer posters and stationery; among many others.

In the Asia-Pac region, fans can get into the action at retailers, throughout Asia with many partners supporting the theatrical release of *Wonder Woman* with a variety of product to roll-out soon. In Australia, retailers Coles, Big W, EB Games, Chemist Warehouse, and more, will feature such product and licensees including apparel from Caprice; accessories from Vimwood; fragrance from Game On

Product Group; home décor and gifting from Licensing Essentials; and a local publishing program from Scholastic.

Throughout the Latin America region, partners and retailers are supporting *Wonder Woman* in many countries and multiple categories, bringing their licensed product lines to market. In Mexico, licensees such as Photo Pack will have luggage and backpacks; Industrias Dark, Movis S.A and Creaciones Guz with apparel; Oceanus International with bicycles, scooters and camping gear; Regalos Siglo XXI with dinnerware; Carvajal Educacional and Industrias Danpex with stationery; and many others. Brazil will also see partner support from Havaianas with trendy sandals; Risqué with a colorful nail polish collection; Chilli Beans with stylish glasses and watches collection; and fast-fashion retail partners Riachuelo, Renner, C&A and Marisa with apparel collections and accessories.

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About WONDER WOMAN

Wonder Woman hits movie theaters around the world June 2, 2017, when Gal Gadot returns as the title character in the epic action adventure *Wonder Woman*. The film also stars Chris Pine, Robin Wright, Danny Huston, David Thewlis, Connie Nielsen and Elena Anaya.

Patty Jenkins directed the film from a screenplay by Allan Heinberg, story by Zack Snyder & Allan Heinberg and Jason Fuchs, based on characters from DC Entertainment. Wonder Woman was created by William Moulton Marston. The film is produced by Charles Roven, Zack Snyder, Deborah Snyder and Richard Suckle, with Stephen Jones, Geoff Johns, Wesley Collier, Jon Berg and Rebecca Steel Roven serving as executive producers.

Warner Bros. Pictures presents an Atlas Entertainment/Cruel and Unusual production, *Wonder Woman*. The film is scheduled for release worldwide beginning June 2, 2017, and will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company. www.wonderwomanfilm.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 (Superman, Batman, Green Lantern, Wonder Woman, The Flash), 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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