



WILDBRAIN UNVEILS SWEET NEW STRAWBERRY SHORTCAKE DEALS AS SEASON 2 OF ORIGINAL SERIES *BERRY IN THE BIG CITY* GETS SET TO DROP THIS SUMMER

New distribution partners for *Berry in the Big City* include Peacock, The Roku Channel, Amazon Prime Video, Tiny Pop, Tubi, Crave, globoplay and more

New licensing deals inked with Bentex, Jay Franco, Centric Brands, Cotton On and more, while latest promotional partnership launched with Little Debbie

Visit WildBrain CPLG at Vegas Licensing Expo for Strawberry Shortcake licensing opportunities

New York – May 19, 2022 – WildBrain, a global leader in kids’ and family entertainment, will be serving up Strawberry Shortcake at Vegas Licensing Expo, May 24-26, as the beloved kids’ brand continues to gain momentum around the world with new distribution, licensing and promotional partnerships. Following the global success of Season 1 of its new Strawberry Shortcake series, *Berry in the Big City*, WildBrain is also set to drop Season 2 this summer on the official Strawberry Shortcake channel on WildBrain Spark, the Company’s leading AVOD network on YouTube and YouTube Kids.

Michael Riley, Chief Brands Officer at WildBrain, said: “Since launching this fresh version of our treasured Strawberry Shortcake brand and the new *Berry in the Big City* series, the response from kids, families and industry partners alike has been amazing. As we prepare to launch forty more episodes, we’re seeing the new brand gathering significant momentum, as demonstrated by another round of international partners, and we know this is only just the beginning for our all-new Strawberry Shortcake.”

Licensees attending Vegas Licensing Expo, from May 24–26, are invited to visit WildBrain’s dedicated licensing agency, WildBrain CPLG, at stand E154 to learn more about exciting licensing opportunities for Strawberry Shortcake.

The new *Berry in the Big City* 2D-animated series (80 x 4’), plus four brand-new premium CG-animated seasonal specials (4 x 44’), are produced by WildBrain’s Vancouver animation studio with renowned showrunner Michael Vogel (*My Little Pony: Friendship is Magic*). The series celebrates stories of diversity, creativity and friendship as Strawberry Shortcake heads to Big Apple City to find her big break and “bake the world a better place.” The series and specials are part of the global rollout of WildBrain’s new Strawberry Shortcake brand across animated content, gaming, music, toys, food, apparel, events and more.

New Distribution Partners for *Berry in the Big City*

A new wave of distribution partners for *Berry in the Big City* has been signed following the previously announced worldwide deal with Netflix, which saw the series launch on the platform April 15 and which will see four original CG specials follow in 2023.



Peacock (US) has signed on for seasons one and two of *Berry in the Big City*, as has Brazilian broadcaster globoplay. The Roku Channel (US) has launched a Strawberry Shortcake channel featuring new and classic content, including seasons one and two of *Berry in the Big City*. Tiny Pop (UK) has taken both seasons plus the specials—seasons one and two episodes will also be available on Tiny Pop’s VOD app, the POP Player. HOP! (Israel) has picked up season one and the four CG specials. Also, TelevisaUnivision’s Prende TV free streaming service has launched a Strawberry Shortcake channel featuring both new and classic content in Spanish for the US.

Other new distribution partners for season one include Amazon Prime Video (LatAm, France, Germany, Austria, UK, Ireland, Australia), Crave (Canada), FilmRise (US), Future Today (US, UK, Canada), Kartoon Channel! (US, Canada, UK, Ireland, Australia, New Zealand, Singapore), Kids Street (US), Magenta-TV (Germany), Tubi (US), TVNZ (New Zealand) and XUMO (US).

More Consumer Products Partners for New and Vintage Strawberry Shortcake

Additionally, multiple new consumer products partnerships have been inked for the Strawberry Shortcake brand by WildBrain’s dedicated licensing agency, WildBrain CPLG. Several new deals for both New & Vintage Strawberry Shortcake highlight the evergreen appeal of the brand amongst girls and mothers, including Bentex, for girls’ apparel & swimwear in the US; Jay Franco, for home & bath in the US and Canada; Centric Brands, for ladies’, girls’ & toddler sleepwear, plus mommy & me sets for the US; and Cotton On, for ladies & girls sleepwear, home & stationery, and girls’ apparel, for global.

Also for Vintage Strawberry Shortcake, Boss Fight has signed on to make fully articulated and scented action figures of Strawberry Shortcake and her friends for the US, while Spirit Halloween is on board for costumes & dress-up for the US and Canada.

These deals add to the list of previously announced licensees for the new Strawberry Shortcake, including Moose Toys (Master Toy/global) and Penguin Random House (publishing/North America), plus a number of capsule fashion collections for Vintage Strawberry Shortcake that launched this Winter/Spring, including a Unique Vintage collection for Valentine’s Day 2022; a co-branded collection from By Samii Ryan (BSR) featuring matching sets, shorts, baby tees, chinos and a bucket hat; and a Dolls Kill collection of apparel, footwear, accessories and a strawberry shortcake picnic basket.

Unique Grocery & Produce Promotions

This spring also sees Strawberry Shortcake celebrating delicious fruits, sweet treats and more through a robust range of promotional partnerships at thousands of retail stores across the US and online.

A complete “Fruitastic” produce takeover, with signage and packaging featuring adorable images of Strawberry Shortcake and her friends, kicked off at grocery stores nationwide in May, with Naturipe strawberries and blueberries representing Strawberry Shortcake in the berry category, Sunkist promoting



Blood oranges with Strawberry Shortcake's friend Orange Blossom, and Envy apples celebrating Strawberry Shortcake's move to Big Apple City in the new animated series.

Additionally, promotional partner Little Debbie launched Strawberry Shortcake-branded cakes and snacks in April at US retailers such as Walmart, Kroger, Target, Dollar General and more. Pinkberry, meanwhile, launched Strawberry Shortcake-branded frozen yogurt, at 72 Pinkberry stores in the US from March to April. These add to previously announced promotional partnerships with I'm the Chef Too! (culinary education), Zolli Candy (dentist-approved lollipops), Dippin' Dots (ice cream) and Snip-Its (kids' hair salons).

About Strawberry Shortcake

WildBrain's Strawberry Shortcake is one of the world's most-adored brands. Since her creation in 1973, with the release of a simple Valentine's Day greeting card, Strawberry Shortcake has grown and evolved with new content, toys and experiences for each new generation of kids. Parents who loved her when they were young, can now share a fresh new Strawberry Shortcake with their children through the all-new original WildBrain series *Berry in the Big City*, as well as through new toys, books, games, apparel, events – and of course, dolls, which still boast their iconic scent. Previous Strawberry Shortcake content in WildBrain's library, including the series *Strawberry Shortcake* and *Berry Bitty Adventures*, and the animated movies *Sky's the Limit* and *The Sweet Dreams Movie*, continues to delight young audiences on streaming and broadcast platforms worldwide. With an international presence that has generated over US 4\$ billion in retail sales since its first launch, Strawberry Shortcake is a true character-brand phenomenon that is cherished by kids and families worldwide. Visit her at: strawberryshortcake.com

About *Berry in the Big City*

Strawberry Shortcake has big dreams! She believes with all her heart that a perfectly baked treat can brighten someberry's day! And in the brand-new animated WildBrain series, *Berry in the Big City*, she is determined to "bake the world a better place" one cupcake at a time! That was never gonna happen back in her hometown of Berryville. Which is why Strawberry Shortcake packed her bags, grabbed her cat, Custard, and headed to the ONE place all the biggest names in baking go to get their big break: BIG APPLE CITY! If you can bake it there you can bake it ANYWHERE! In the 'Big Apple' bakers are the celebrities! The social influencers! Strawberry Shortcake is certain she's got what it takes to be the next big thing...she just has to prove it! Fortunately, with the help of her new 'berry besties' – Orange Blossom, Lime Chiffon, Lemon Meringue and Blueberry Muffin – along with their lovable pets, a lucky mixing spoon and her fabulous new food truck, Strawberry Shortcake has all the ingredients she needs to "bake the magic happen". It's not gonna be easy, but Strawberry Shortcake is no ordinary berry and she can't WAIT to show the world what she can do!

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About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world’s most extensive – we are home to such brands as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba! Caillou, Inspector Gadget, Johnny Test and Deglassi. At our 75,000-square-foot state-of-the-art animation studio in Vancouver, BC, we produce such fan-favourite series as *The Snoopy Show*, *Snoopy in Space*, *Chip & Potato*, *Carmen Sandiego*, *Go, Dog. Go!* and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids’ channels on YouTube, garnering billions of views per month from over 245 million subscribers. Through our leading agency, WildBrain CPLG, we also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family entertainment channels that are among the most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at WildBrain.com.