



13 April 2012

## **ASX Announcement**

### **Pillow Pets Partner with Australian Football League**

Funtastic are excited to announce as part of the continued expansion of the original Pillow Pets™ brand, it has secured a license agreement with the immensely popular Australian Football League.

Within Australia, Pillow Pets fans and AFL fans alike will be able to purchase their favourite AFL Club Pillow Pets when a launch range of eight Clubs will be available for children and adult collectors at the end of 2012. Included in the initial launch assortment are Adelaide Crows, Carlton, Collingwood, Essendon, Geelong Cats, Hawthorn, Richmond and West Coast Eagles with more Club favourites to be added in coming seasons.

Stewart Downs, Funtastic CEO said “we are very excited to be partnering with such iconic Australian sporting teams, it clearly demonstrates the broad scope of consumer appeal for Pillow Pets. Our consumers recognize the quality and authentic appeal of the Pillow Pets brand which has perfect synergies with collector and fan merchandise of these Clubs”.

Continued Pillow Pets brand success is experienced in Australia, with over 800,000 consumer sales to date, and internationally early UK launch indications are extremely positive. As the latest major territory to launch the brand, France is experiencing strong early results in their first month of sales. Other key European territories will also commence their campaigns from June 2012 onwards.

The quality, collector and character appeal of Pillow Pets sees it becoming firmly cemented as a lifestyle brand, underpinned by a structured product release strategy, and further extension into supporting product categories beyond toys.

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#### **About Funtastic**

Funtastic is a publicly listed Australian company. With our head office in Melbourne and offices in Hong Kong and China, we supply retailers and customers across the country, and the world, with an array of leading products for kids of all ages.

For more information on Funtastic visit the web site at [www.funtastic.com.au](http://www.funtastic.com.au) and for comment contact Stewart Downs (CEO and Managing Director). Ph: 03 8531 0002.