



## ASX Announcement

1 June 2012

### **Pillow Pets Partner with World Class Sporting Properties English Premier League**

Funtastic are delighted to announce as part of the continued international expansion of the original Pillow Pets™ brand, it has secured licensing agreements with world class sporting properties, mirroring the successful sports program in North America.

In support of the UK launch program, a series of English Premier League Pillow Pets will be hitting stores across the UK from September 2012 onwards. Arsenal, Chelsea, Liverpool F.C. and Tottenham Hotspur are all included within the initial product line and early indications of support are already significant.

Stewart Downs, Funtastic CEO said “we are very excited to be partnering with such strong sports brands, it clearly demonstrates the 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 merchandise of these world class clubs. We are taking a very systematic approach to our product development strategy for Pillow Pets and it is wonderful to see that delivering rewards both at home and globally”.

The Pillow Pets brand continues to experience success in Australia, with over 1.5 million consumer sales forecast by the end of the year; and internationally with extremely positive results from the March 2012 launch in the UK. The French, April 2012, launch results are also pleasing and reflecting a strong uplift in line with the ongoing TV Campaign. Other key European territories commence their campaigns from June 2012 onwards, throughout the northern hemisphere summer season, with Netherlands, Belgium, Spain and Portugal the next territories to launch.

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) on 03 8531 0002.