



## ASX Announcement

7 June 2012

### **Pillow Pets Continue World Class Partnerships Thomas & Friends & Hello Kitty**

Funtastic are delighted to announce, in addition to licensing agreements already in place with world class character and sporting properties, two exciting new licenses have been added to the Pillow Pets™ portfolio.

In support of the Australian and New Zealand continuing range success, HIT Entertainment's Thomas the Tank Engine, from the hugely popular pre-school TV series 'Thomas & Friends', will be introduced to consumers before the end of 2012. Thomas the Tank Engine has already become a best-seller within the Pillow Pets range in North America, and with the strength of this powerhouse preschool brand in local markets, early indications of support are already incredibly strong.

As part of the international expansion of the Pillow Pets brand we are also excited to announce a true global superstar as the newest addition to the growing, but focused portfolio, Hello Kitty. Funtastic have partnered with Sanrio to secure approval to launch Hello Kitty Pillow Pets across Europe, Latin America, Australia/New Zealand, Indonesia, Philippines and India with product reaching consumers by early 2013.

Stewart Downs, Funtastic CEO said "the latest additions to our growing Pillow Pets brand offering are some of our most exciting. Partnering with such strong properties allows us to further extend Pillow Pets' brand success. Thomas the Tank Engine is a leading preschool brand, and the quality and authenticity of the Pillow Pets range will delight Thomas consumers. Hello Kitty is also an amazing international brand that offers perfect synergies for Pillow Pets with our broad appeal outside of standard toy age groups. Hello Kitty Pillow Pets offer a true fit with the passionate tween and teen girl Pillow Pets fans."

Stewart went on to say that "we remain disciplined in our approach to Pillow Pets expansion strategy, and it is rewarding to see the translation of this approach in genuine results as we continue to evolve at home and globally".

The quality, collector and character appeal of Pillow Pets sees it becoming firmly cemented as a lifestyle brand with broad appeal across all ages.

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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.

#### **About HIT Entertainment**

HIT Entertainment is one of the world's leading children's entertainment producers and rights owners. HIT Entertainment is a division of Fisher-Price. HIT's portfolio includes properties, such as Thomas &

Friends®, Barney®, Bob the Builder®, Fireman Sam®, Angelina Ballerina®, Mike the Knight™, Pingu® and Rainbow Magic®. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing, digital media, and live events and has operations in the UK, US, Canada, Hong Kong and Japan. For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

### **About Hello Kitty**

Born in London as Kitty White on 1st November, 1974, Hello Kitty likes small cute things, and weighs the same as three apples. Hello Kitty is a popular iconic fashion brand globally and is celebrating 38 years across merchandise in every category from clothing, to laptops to toys to food to appliances. She is a favourite brand with celebrities including Lady Gaga, Katy Perry, Paris Hilton & Rihanna, and her motto happens to be "you can never have too many friends". Hello Kitty is the #1 Licensed Fashion brand in the UK & Europe for tween girls, and is currently available at leading retailers for young women including H&M, Zara, Selfridges, Topshop, Marks & Spencer, Claires and Forever 21 internationally. Hello Kitty merchandise in Australia can be found at Target stores, Toys R Us, Myer and independent retailers.

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