



Aurora World New License Partnership

FOR IMMEDIATE RELEASE

Aurora World Inc. and Peanuts Worldwide LLC Bring Snoopy, Charlie Brown, and the Gang to an Exciting New Plush Collection

PICO RIVERA, CA; January 2024 – Aurora World Inc., a leader in the plush toy industry, is thrilled to announce a groundbreaking partnership with Peanuts Worldwide LLC, the global company behind Charles Schulz's beloved characters. This collaboration will see Aurora World Inc. take the helm in manufacturing a delightful range of Peanuts plush and toy products, bringing the timeless charm of Charlie Brown, Snoopy, and the entire Peanuts gang to life in an array of cuddly forms.

Aurora World Inc., known for its commitment to quality and innovation in the toy industry, is eager to embark on this journey with Peanuts®, a brand synonymous with cherished characters that have captured the hearts of generations.

Michael Kessler, Senior Vice President of Sales and Marketing at Aurora World Inc., expressed his enthusiasm for this collaboration: "We are incredibly honored to partner with Peanuts Worldwide LLC to bring their iconic characters to our plush and toys. The Peanuts brand holds a special place in the hearts of fans worldwide, and we are committed to creating high-quality, huggable products that capture the essence of these beloved characters."

Scott Shillet, Vice President Global Hardlines & Promotions at Peanuts Worldwide LLC, also shared his thoughts on the collaboration: "Partnering with companies who are leaders in their product categories, such as Aurora World Inc. is a key part of our strategy. Aurora's reputation for craftsmanship and dedication to creating unique, lovable plush toys align perfectly with our vision for the Peanuts brand. We look forward to seeing the joy these new products will bring to fans of all ages."

From classic characters like Snoopy and Woodstock to the endearing appeal of Charlie Brown and Lucy, this collaboration is poised to introduce a charming collection of Peanuts plush products that will be available at major retailers and specialty stores nationwide June 2024.

As Aurora World Inc. and Peanuts Worldwide LLC join forces, Peanuts fans can anticipate a wonderful convergence of creativity and nostalgia with this can't miss collection of Charles Schulz's timeless characters.

About Aurora World Inc.:

Established in 1981, Aurora World is a global leader in plush toys and high-quality gift products, and a respected leader in the character and content industry. Aurora World offers an extensive range of branded and licensed plush products for children and adults. The company sells its product lines via a wide variety of retailers, including major hospitals, department stores, and high-end toy and gift stores. Aurora World is known in the industry for its incredibly high quality, fun, and attractive products. At Aurora World, we are saving over 700,000,000 plastic bottles globally, contributing to a greener world by producing all of our plush using eco-friendly materials. In addition, Aurora owns its manufacturing facilities and prides itself on its expansive distribution resources and in-house research and development teams. For more information, please visit: www.auroragift.com

About Peanuts:

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.

