

KING FEATURES presents



Betty BoopTM



The Original Sass Symbol

Consumer Target: 25+ women

If there is one thing that Betty knows, it's how to make a lasting impression. For more than 80 years, the glamorous international icon has sung, sashayed, and "Boop-Oop-a-Dooped" past rules and conventions, unafraid to take risks or set trends, and proving time after time that she can do anything that a man can do.

Youthful, ambitious, sassy and confident, Betty Boop seeks to make a positive change in the world around her. She is vibrant and magnetic — she *inspires*. Betty is stylish and sexy, but never to please anyone but herself. She's got class. She's proud of who she is and won't apologize for it, approaching life with irrepressible moxie. And with her daring look and irresistible charm, Betty is ready to take the world by storm!

- Exciting new products and collaborations in beauty and fashion, including Zac Posen, M·A·C Cosmetics, Invicta and A Bathing Ape. Other collaborators include Jean Paul Gaultier, Supreme New York, Lancôme®, Yves Saint Laurent and more

- Digital messaging, stickers, keyboard and watch faces from Bare Tree Media and Swyft

- Social slots from Scientific Games and hard slots from Bally

- Release of "Betty Goes A-Posen," her first animated short film created for the digital age

- Exclusive Resort 2018 fashion collection launched by Moschino

- Collaboration products with all teams in Japanese professional baseball and soccer leagues

- *Betty Boop* exclusive retail space at Universal Orlando Resort in Florida

- Strong social presence with highly engaged fans on Facebook (1.5M+), Instagram (24K+), Twitter (29.7K) and Pinterest (2.1K)

Feelin' the #BoopLove? Contact us today!

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Betty♥Boop™



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