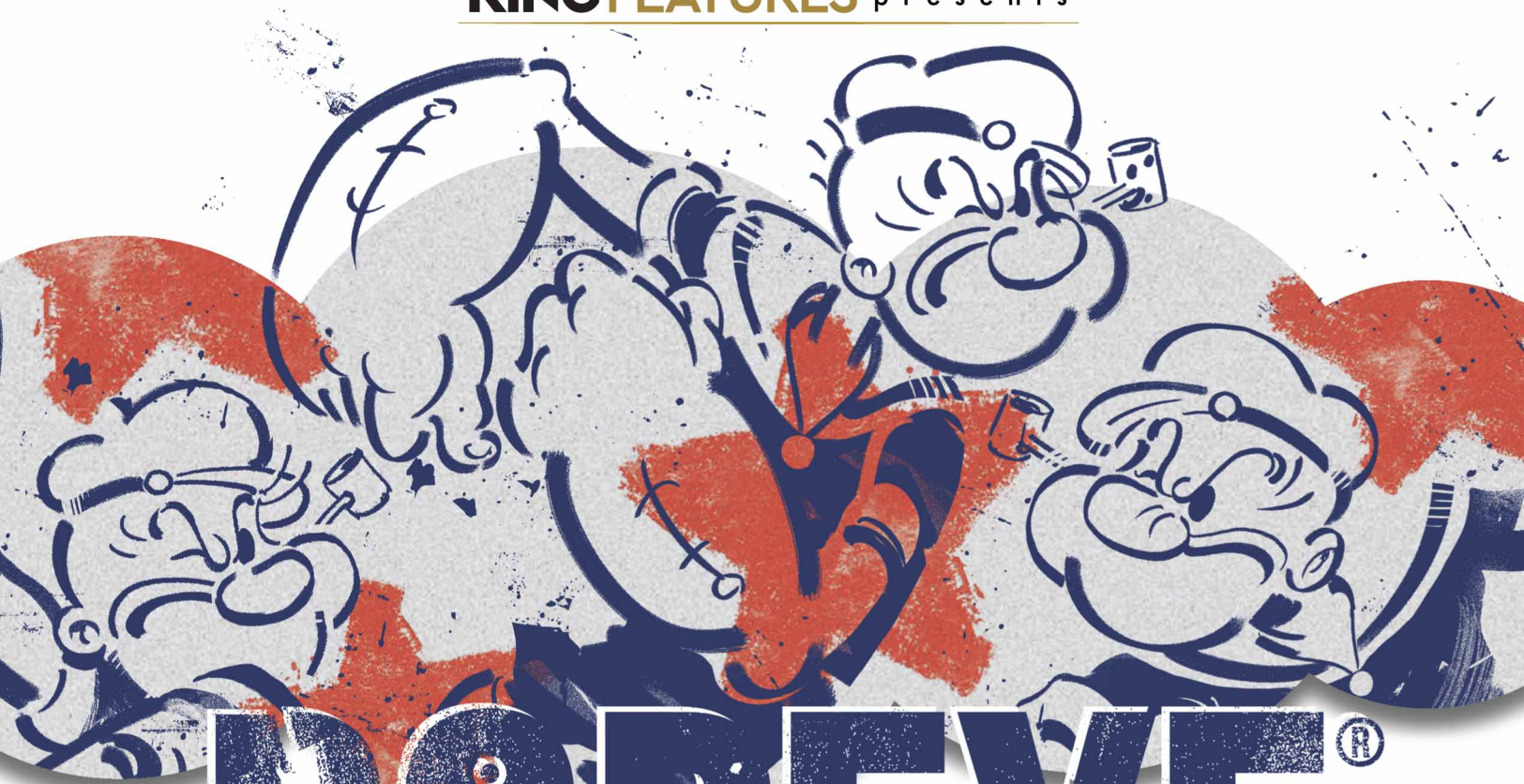


KING FEATURES presents



POPEYE®



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Strong to the Finish

Consumer Target: 18+ men

Popeye is tough, he's fit, and he's got grit. He *yam what he yam* — a rugged sailor who is always up to the challenge and never backs down. Popeye's healthy and active lifestyle gives him the confidence to rise to any occasion. The embodiment of strength and fitness, Popeye inspires us all to work hard, be persistent, and stay "strong to the finish" ... with the help of a hefty amount of spinach.

With 1000s of comics, 100s of books and 600+ episodes of cartoon content, Popeye is one of the world's most recognizable icons with millions of fans around the globe!

- New products and collaborations including Iceberg, Moods of Norway, Invicta, Cotton On Group and Choocolate
- Other collaborators include Jean Paul Gaultier, Kiehl's, Havaianas, Joyrich, and more
- Promotional spokescharacter for SNCF (France), Le Lait (Canada), and Dijon (Chile)
- CPG goods including fresh (Taylor Farms) and canned (Del Monte) spinach in the U.S.
- Digital messaging stickers by Swyft and Bare Tree Media and social slots by Rocket Games
- New Popeye-themed challenge in the fitness entertainment app, Yes.Fit
- Popeye's Supplements Canada is the country's largest sports nutrition retailer with 125 locations
- 30-volume purchase-with-purchase comic album program with *Gazzetta dello Sport*, Italy's biggest sports daily — supported by TV, radio, print and outdoor media
- Popeye-themed water ride at Universal's Islands of Adventure™ in Orlando, Florida
- On-going series of mall shows in China and Hong Kong
- *The Continuing Adventures of Popeye* series is now available via Amazon Prime
- Popeye AniMinutes — quick-draw Popeye videos that run 60 seconds or less!
- Newly re-launched Popeye.com engages fans with interactive and sharable content
- New "Popeye and Friends Official" YouTube Channel launched in January
- Large social presence with 10 Million+ fans on Facebook and growing fan bases on Instagram and Twitter

Feeling #PopeyeStrong? Contact us today!

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