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## **KIDS PREFERRED® SIGNS NEW MULTI-YEAR PEPPA PIG LICENSING DEAL WITH HASBRO**

### *The PEPPA PIG Franchise Turns 21 as Kids Preferred and Hasbro Shake Hands on a Brand-New Licensing Agreement*

East Windsor, NJ (February 19, 2025) – Kids Preferred, a leading player in the toy and plush category for children and babies, is excited to announce their new licensing agreement with Hasbro, a leading toy and game company, to create new products based on the beloved and wildly popular PEPPA PIG brand.

Under the new agreement, Kids Preferred will design and manufacture new PEPPA PIG merchandise in the United States and Canada from now through the end of 2027. Rights cover many key categories across Kids Preferred’s wide repertoire of products, including infant plush & soothers, rattles & teething toys, infant wooden toys, infant activity & developmental toys, bath toys, and infant blankets. Hasbro’s PEPPA PIG joins the ever-growing line of licenses that trust Kids Preferred’s high quality products and commitment to faithful, respectful, inventive and fun use of their intellectual properties.



Enthusiastic on the new licensing agreement, Larry Presser, President of Kids Preferred commented, “We are proud to partner with Hasbro and add PEPPA PIG to our growing portfolio of licensed characters. For more than 20 years, PEPPA PIG has been delighting and encouraging confidence in children across the globe, and we are excited to develop a fun, innovative line of developmental toys for this iconic character.”

PEPPA PIG is a British preschool animated television series that has been airing for over 20 years, across 10 seasons in more than 180 territories as of 2025. The series follows Peppa Pig, a cheeky little piggy who lives with her family - younger brother George, Mummy Pig and Daddy Pig - as well as her diverse community of friends. Globally successful, the brand connects with consumers across every touchpoint, from TV to theme parks to retail. As a lifelong friend, Peppa encourages kids to jump in together and explore the world around them, while giving kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

The first of Kids Preferred’s PEPPA PIG lineup will be showcased at Toy Fair 2025 in New York City from March 1<sup>st</sup> – 4<sup>th</sup> at the Javits Center, Booth #2825. Come see what comforting and captivating products Kids Preferred has in store for young fans of PEPPA and friends!

#### **About Kids Preferred®**

Kids Preferred is a company completely dedicated to delivering the most meaningful products that create magic and memorable moments for babies and children. It successfully does this through deep knowledge and understanding of a child’s development, the importance of a well-crafted toy and the power of play. Parents, grandparents and retailers know that Kids Preferred is a trusted reliable source by offering the very best in product quality, customer service, merchandising and parent solutions based on insight. By creating unique and on trend “own” brands along with partnering with the very best in children’s literature and family entertainment, Kids Preferred is able to design and bring to life the products and characters that children and parents love. Discover more at [kidspreferred.com](https://kidspreferred.com).

## **About Hasbro**

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.