



all® Brings Blockbuster Peanuts Movie Right Into Your Home

The Official Detergent of the World's Most Famous Dirty Kid Launches National Integrated Marketing Campaign Supporting New Peanuts® Movie DVD/BLU-RAY™ Release

WILTON, Conn. (March 3, 2016) – Charlie Brown, Lucy, Linus, Snoopy and the world's most famous dirty kid – Pig Pen – lit up theater screens with one of the hottest family movies of 2015. Now the beloved Peanuts Gang is set to come right into your home, as all® laundry detergent launches a national integrated marketing campaign to support The Peanuts Movie's release on BLU-RAY™, DVD and Digital HD, as well as a special Collector's Edition BLU-RAY™.

The Peanuts Gang is the perfect partner for all®, America's trusted premium laundry detergent that instills moms with the confidence to let their kids be kids. In many ways, these iconic characters are the ultimate embodiment of all® laundry detergent's ability to fight tough kid stains, as many moms good naturedly admit that their kids can be 'little Pig-Pens.'

The all® campaign begins with the March 8th release of the Peanuts Movie on multiple home entertainment formats and runs through the end of April, featuring the following elements:

- New Peanuts- and Pigpen-themed television advertising on the “magical powers” of all®, running on national broadcast and cable networks.
- A \$3 mail-in rebate with the purchase of The Peanuts Movie DVD or BLU-RAY™ and \$10 of any all® products via online promotion
- In-store display promotion picturing The Peanuts Gang
- National newspaper insert advertisement running March 13.
- Social media engagement, including Facebook and Twitter, also centered on the \$3 mail-in rebate.

The multi-year partnership between all® and The Peanuts Gang kicked off in April 2015, and has included innovative television, print and digital advertising and engaging social media activations.

“The partnership between all® and The Peanuts Gang is such a natural fit, as they are both iconic brands that capture the joy, spirit and wonderful messiness of kids,” said Lora Van Velsor, Vice President, Marketing for 'all®. “After a hugely successful 2015, we're thrilled to be able kick off the year by extending our partnership to support the release of The Peanuts Movie on DVD, BLU-RAY™ and Digital HD.”

For more information about the campaign, visit all-laundry.com/peanutsmovie.

About all®

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all® brand provides an



incredible clean at a great value for all your family's needs. The all® brand has your detergent needs covered with compact powder, concentrated liquids, and single dose pacs in a choice of sizes and variants. It also has the #1 Recommended Detergent Brand by dermatologists, allergists, and pediatricians for sensitive skin, all® free clear. all® laundry detergent is manufactured by The Sun Products Corporation. For more information, visit www.all-laundry.com or www.facebook.com/allLaundry

About The Sun Products Corporation

The Sun Products Corporation, headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of approximately \$2 billion, the Company's portfolio of products are sold under well-known brands that include all®, Snuggle®, Wisk®, Sun®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America. For more information visit: www.sunproductscorp.com.

About Peanuts Worldwide

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family.

About Twentieth Century Fox Home Entertainment

Twentieth Century Fox Home Entertainment is the industry leading worldwide marketing, sales and distribution company for all Fox produced, acquired and third party partner film and television programming. Each year TCFHE expands its award-winning global product portfolio with the introduction of new entertainment content through established and emerging formats including DVD, Blu-ray™ and Digital HD™. Twentieth Century Fox Home Entertainment is a subsidiary of 21st Century Fox.

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