**PRESS KIT**

**DELIVERED BY:** BEANSTALK

**RELEASES LISTED IN ORDER OF PRIORITY:**

1. YILDIZ HOLDING APPOINTS BEANSTALK AS BRAND EXTENSION AGENCY FORGODIVA, MCVITIE’S, FLIPZ AND TURTLES BRANDS IN KEY STRATEGIC TERRITORIES
2. ENERGIZERBRANDS ANNOUNCES THREE NEW INNOVATIVE LICENSEE PARTNERSHIPS
3. BEANSTALK’S TINDERBOX DIVISION TO REPRESENT ACTIVISION
4. LICENSING PROGRAMS FOR CALL OF DUTY® IN EUROPE
5. TGI FRIDAYS™ EXPANDS INTERNATIONAL LICENSING PRORAMME WITH BEANSTALK
6. FILIPPO BERIO OLIVE OIL SELECTS BEANSTALK AS U.S. STRATEGIC LICENSING PARTNER
7. BEANSTALK TO REPRESENT THE “QUEEN OF SALSA”, CELIA CRUZ
8. BEANSTALK SIGNS BRUCE LEE ENTERPRISES

**YILDIZ HOLDING APPOINTS BEANSTALK AS BRAND EXTENSION AGENCY FOR****GODIVA, MCVITIE’S, FLIPZ AND TURTLES BRANDS IN KEY STRATEGIC TERRITORIES**

*Global Leader in Biscuits and Confectionery Taps Beanstalk to Extend Its Portfolio of Brands*

**New York, New York, May 15, 2017** – Global food company Yildiz Holding has appointed Beanstalk as its exclusive brand extension agency for the Godiva, McVitie’s, FLIPZ and TURTLES brands in key strategic territories. Beanstalk will represent Godiva in the United States, Canada, Europe, Japan and China markets; McVitie’s in Europe; and FLIPZ and TURTLES in North America.

Owner of Godiva, McVitie’s and Ulker brands among many others globally, Yildiz Holding is expanding some of the best-loved and most recognizable food brands in the world to key geographies. Godiva has made an art form of creating the finest luxury Belgian chocolate, elevating its craftsmanship to bring chocolate lovers a multi-sensory experience. As the UK’s leading biscuit brand, McVitie’s offers a range of delicious biscuits and cakes, which have been passionately baked for generations. FLIPZ and TURTLES are best-selling chocolate covered pretzels and original caramel nut clusters in the North American market, featuring only the finest ingredients to deliver sweet and crunchy perfection. Together, these four indulgent experiences harness over 300 years of heritage.

Beanstalk will seek new opportunities for the brands across close-to-core food categories including beverages, desserts, ice cream, baked goods, snacks and baking products, as well as gifting, bakeware, housewares and publishing, among other categories. Beanstalk will also seek in-restaurant partnerships that would feature the brands on menu items.

Cem Karakas, Executive Deputy Chairman, Yildiz Holding said: “Our brands have a unifying passion to create biscuits and confectionery that people everywhere can enjoy. Through licensing, we will bring consumers new ways to experience our brands in complementary categories, through new channels of distribution and in new store aisles. Beanstalk’s extensive food and beverage experience will help us grow our brands through partnerships with industry leaders that are committed to quality and innovation.”

Allison Ames, President and CEO of Beanstalk added: “We are honored to have been selected by Yildiz Holding to extend its wonderful portfolio of brands. The common thread is their artisan nature, loyal consumer base and distinctive flavor profiles. Be it Godiva, McVitie’s, FLIPZ or TURTLES, these sweet and savory treats are recognized and enjoyed by consumers all around the world. We look forward to creating exciting and innovative products for this incredible family of brands and further spreading its legacy.”

**About Yildiz Holding (**[www.yildizholding.com.tr](http://www.yildizholding.com.tr))

Yildiz Holding, through its global confectionery and biscuits companies Godiva Chocolatier ([www.godiva.com](http://www.godiva.com)) and pladis ([www.pladisglobal.com](http://www.pladisglobal.com)), is a focused food company with over 320 brands in more than 40 different categories and employs 56,000 people globally. Owner of iconic brands Godiva, McVitie’s and Ulker, the company also operates in several other categories including edible fats and oils as well as frozen and canned food. With a revenue of US $11.5 billion, Yildiz has 83 factories in 14 countries.

**About Beanstalk**

**Beanstalk, a global brand extension agency, works closely with our clients to unlock brand equity and create many of the world’s most recognizable products and services. We help leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder – the consumer.**

**Beanstalk offers a breadth of services including brand representation, manufacturer representation, icon representation, retailer partnerships, STUDIO B creative services, approvals management, legal and financial services, and royalty auditing. Blueprint – Powered by Beanstalk, our consulting division, advises clients through four key practice areas: brand extension + retail development, research + insights, design + identity, and operations + governance. Tinderbox, our digital division, works with gaming and new media properties to realize their potential in the world of consumer products.**

The company is headquartered in New York, with offices in London, Miami and Cincinnati and affiliates throughout the world.  For more information, please visit [www.beanstalk.com](http://www.beanstalk.com/2011/12/). Beanstalk is a part of the DAS Group of Companies.

**About The DAS Group of Companies**

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**ENERGIZERBRANDS ANNOUNCES THREE NEW INNOVATIVE LICENSEE PARTNERSHIPS**

**New York, New York,** May x, 2017 –Energizer Brands, LLC has added three new partners to its licensing portfolio, further building its offering in innovative power and light solutions.

In partnership with Simple Home, a division of Jem Accessories, Inc., Energizerwill enter the connected home space with a full line of smart home products launching in the United States, Canada and Mexico. Wi-Fi-enabled smart technology will ensure that *Energizer*® smart home products seamlessly connect to user apps, creating full home automation. The line will include cameras, plugs, bulbs, door locks, sensors, outlets and speakers, and is expected to launch in Q3 2017.

Additionally, Energizer recently added iKeyless as its newest licensing partner to develop an *Energizer*® branded Universal Car Remote Control that is compatible with 70 million vehicles. iKeyless is a worldwide leader in automotive technology that specializes in the design, manufacturing and distribution of replacement keys, keyless remotes and related technologies. The *Energizer*® Universal Car Remote is a single device that can replace hundreds of types of remotes, and the product’s premium branding will be unique to today’s automotive market. The remotes are expected to launch in the United States and Canada in Q3 2017.

The *Energizer*® brand also extended into the growing pet space with partner International Pet Group (IPG). IPG is experiencing great success in the U.S. and Canada with *Energizer* branded LED pet collars, leashes, harnesses and toys. These premium lighted pet products address the growing need for nighttime visibility and safety, as more than 6 million dogs are hit by cars each year primarily due to drivers’ inability to see pets in the dark. Energizer plans continued expansion in the growing pet space, which is projected to reach $48.4B by 2020. *Energizer®* collars and leashes will be distributed at PetSmart beginning October 2017 and are scheduled to roll out internationally in 2018.

**About Jem Accessories**

Simple Home is a division of Jem Accessories, the parent company of Xtreme. It is a privately held company that began manufacturing professional home theater cables and accessories in 1999. Simple Home is now recognized as a leading global supplier to some of the world’s largest distributors, electronic and mass retailers. Headquartered in Edison, NJ, Jem is proud of their many years of experience in the electronics industry and their extensive state-of-the art product line.

**About iKeyless**

Founded in 2002, iKeyless is the world’s first online retailer of automotive keys and remotes. Today, iKeyless is a worldwide leader in automotive technology based in Louisville, KY. iKeyless specializes in the design, manufacturing, sale and distribution of replacement keys, keyless remotes and related technologies. Their Car Keys Express division operates in 42 states and is America’s only nationwide discount mobile key vendor. iKeyless introduced the world’s first Universal Car Remote and the world’s first Universal Car Keys which was recognized as Best New Product at AAPEX 2015. In 2016, Inc. Magazine honored Car Keys Express with the Inc. 5000 Award.

**About International Pet Group (IPG)**

IPG specializes in the licensing, branding and manufacturing of pet products on behalf of larger commercial brands. Uniquely positioned as experts in the global pet market, IPG understands not only what it takes to fulfill a consumer need, but also how to create global buzz around a pet product. IPG selectively partners with national, leading consumer licensee brands that have the most potential for business growth in the pet industry. They are members of the World Pet Association and the American Pet Products Association. Learn more at [www.InternationalPetGroup.com](http://www.InternationalPetGroup.com).

**About Energizer**

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries and portable lighting products, and is anchored by its two globally recognized brands *Energizer*® and *Eveready*®. Energizer is also a a leading designer and marketer of automotive fragrance and appearance products from recognized brands such as Refresh Your Car!®, California Scents®, Driven®, Bahama & Co.®, LEXOL® and Eagle One®. As a global branded distributor of consumer products, our mission is to lead the charge to deliver value to our customers and consumers better than anyone else. Visit [www.energizer.com](http://www.energizer.com/) for more information.

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**BEANSTALK’S TINDERBOX DIVISION TO REPRESENT ACTIVISION**

**LICENSING PROGRAMS FOR CALL OF DUTY® IN EUROPE**

**APRIL 18, 2017, LONDON, U.K. —** Tinderbox, the digital division of leading global brand extension agency Beanstalk, has been appointed by Activision to represent the licensing opportunities in Europe for the top-selling video game entertainment franchise, *Call of Duty*®.

Tinderbox will support the *Call of Duty* franchise by expanding the European consumer products footprint, and create new touchpoints with fans beyond the award-winning and critically-acclaimed franchise. Tinderbox will actively pursue opportunities in the lifestyle sector, including apparel, fashion accessories, gift and novelty, consumer electronics, and home décor.

*Call of Duty* was 2016’s No.1 top-selling console video game franchise worldwide for the seventh time in the last eight years, and continues to be a pop culture juggernaut worldwide. The hit series delivers cinematic intensity, epic moments and stunning visuals throughout each release, with unparalleled levels of player engagement from a global community of fans.

Dan Amos, Head of Tinderbox comments: “*Call of Duty* is one of the most iconic videogame franchises in history. Its reach extends into the fabric of pop-culture with references in all forms of media, globally. Tinderbox is proud to join the team at Activision in developing consumer product extensions for this massive franchise throughout Europe. *Call of Duty* has potential across a broad range of categories and distribution channels; we are excited to begin work and look forward to great program extensions to come.”

“We are thrilled to partner with Tinderbox to build our *Call of Duty* consumer products footprint in Europe,” said Ashley Maidy, vice president of global consumer products, Activision Publishing. “Tinderbox truly understands the *Call of Duty* franchise’s place in entertainment and pop culture. This, combined with their expertise in building major brand extension programs, provides us with an opportunity to reach our fans outside of the core game through a variety of highly relevant, global product extensions.”

**About Activision Publishing**

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world and is a division of Activision Blizzard (NASDAQ: ATVI), an S&P 500 company. More information about Activision and its products can be found on the company's website, [www.activision.com](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.activision.com&esheet=51535987&newsitemid=20170404005590&lan=en-US&anchor=www.activision.com&index=7&md5=8afe67de36e028e11f2107d13d0cd89d) or by following [@Activision](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.twitter.com%2Factivision&esheet=51535987&newsitemid=20170404005590&lan=en-US&anchor=%40Activision&index=8&md5=51d93eff5bb4c56d3659658e58178d8f).

**About Tinderbox**

**Tinderbox, a division of global brand licensing agency Beanstalk is dedicated to working with digital brands to realize their potential in the world of consumer products. Tinderbox was developed to address the market need for a brand licensing agency specializing in extending digital properties – from leading video game franchises, video platforms and creators, to apps and social networks. Tinderbox partners with digital properties at any stage in their life cycle, whether emerging or established. To find out more, visit www.tboxagency.com. About Beanstalk**

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**TGI FRIDAYS™ EXPANDS INTERNATIONAL LICENSING PRORAMME WITH BEANSTALK**

**London, U.K., April 20, 2017 —** Leading global brand extension agency Beanstalk is working with TGI Fridays™ to expand its licensing programme internationally with a focus on the business’ top performing markets including the UK, Australia, Taiwan and South Korea.

Tulip, one of Britain’s leading food companies, is leading the charge by launching a range of slow cooked meats for the iconic TGI Fridays™ brand. The initial range will include Slow Cooked Barbacoa Pulled Beef Tortilla Wrap Kit, Slow Cooked Rack of Ribs with Tennessee Bourbon BBQ Glaze, Slow Cooked Chicken Wings and a Pork Ribs Selection Pack. The products will be available starting in April in approximately 300 Morrison’s stores across the UK.

The launch from Tulip signifies the beginning of a major international expansion for TGI Fridays™, with a gifting range developed by IG Design Group scheduled to hit shelves for Christmas 2017. The range will feature gifts aimed at helping consumers produce American- style cuisine and favourite TGI Fridays™ cocktails in the comfort of their homes.

Chris Phylactou, ‎Senior Director Global Licensing, Strategic Sourcing & Brand Protection for TGI Fridays™ commented, “TGI Fridays™ has enjoyed fantastic success at retail in North America for more than ten years, with a select stable of strategic partners. We are thrilled to now have the opportunity to expand the programme internationally and deliver to fans of TGI Fridays a new way to make every day like Friday.”

“Not only is TGI Fridays™ known for its personalised service and authentic American food and drinks, but it was also the first original American bar and grill brand to enter multiple markets around the world,” Lisa Reiner, Managing Director of Beanstalk for Europe and Asia Pacific commented. “The demand for authentic American style foods has grown rapidly and this is the perfect time to respond to consumer tastes and expand the well-known and loved brand Fridays™.”

The newly developed international licensing programme capitalises on the great appeal that TGI Fridays™ offers its customers worldwide.

**About TGI Fridays™**

As the original casual dining bar and grill, TGI Fridays™ offers authentic American food and legendary drinks, served with genuine personal service. Bringing people together to socialize and celebrate the freeing and liberating spirit of “Friday” was the concept’s founding premise, from which the brand promise “In Here, It’s Always Friday®” was born. To share that social Fridays™ experience all over the world, TGI Fridays™ proudly serves guests with over 900 restaurants in more than 58 countries. TGI Fridays™ believes in having a good time, but also in the importance of drinking responsibly. Additionally, its Responsible Business Program is focused on positively impacting the communities it serves. For more information, visit [www.fridays.com](http://www.fridays.com/).

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**FILIPPO BERIO OLIVE OIL SELECTS BEANSTALK AS U.S. STRATEGIC LICENSING PARTNER**

**New York, New York, March 23, 2017** – Filippo Berio, a leading olive oil brand worldwide and in the United States, has selected Beanstalk, a global brand licensing extension agency, as its strategic U.S. licensing partner. Filippo Berio, which celebrates its 150th anniversary this year, is recognized by both the trade and consumers for its uncompromising commitment to quality and authenticity. Beanstalk will help extend the brand’s rich Italian heritage and its values into healthy food categories in the U.S.

With olive oil at the core of the Mediterranean diet, Beanstalk will aim to extend Filippo Berio into healthy foods such as pasta sauces, salad dressings and kits, marinades, savory snacks, specialty olives, marinated vegetables, dips and spreads and crackers and specialty breads. Many Americans regard olive oil as an important part of a healthy diet, as it has been proven to lower the risk of heart disease, provide important vitamins and nutrients and serve as an essential source of antioxidants.

Marco de Ceglie, President and CEO at SALOV North America Corp., parent company of Filippo Berio, commented, “In celebrating its 150th anniversary, Filippo Berio is still as vibrant as it was when it started delighting olive oil lovers around the world in the mid 1800s. Our uncompromising quality and rich flavors can be found today in a complete range of olive oils, and in 2017, we expanded into pestos, balsamic vinegar, red and white wine vinegars and balsamic glazes. Leveraging Beanstalk’s strategic licensing expertise will allow our world famous brand to enter additional complementary categories, and become even more relevant to consumers. I am confident that we will identify many like-minded uncompromising partners in their specific categories.”

Allison Ames, President and CEO of Beanstalk added, “We are thrilled to announce our relationship with Filippo Berio in the U.S. The brand’s rich tradition and leadership position in the olive oil market makes Filippo Berio an ideal partner for healthy food extensions. Its core vision of helping people live their lives healthier is important to consumers today as they look for the right food choices and seek to embrace the health advantages of a Mediterranean diet. We look forward to taking the brand into new aisles at retail, and to creating new ways for consumers to enjoy the flavor of Filippo Berio.”

**About Filippo Berio**

Filippo Berio Olive Oil is marketed, sold and distributed by SALOV North America Corp. (SNA), a wholly owned subsidiary of SALOV S.p.A., based in Lucca, Italy, and one of the most prestigious olive oil producers in the world. The brand, which first appeared in the United States in the late 1800s, honors the vision and olive oil expertise of its founder when making high-quality, great-tasting olive oil easily available, and easily understandable, to the American consumer. Today, Filippo Berio Olive Oil is sold in over 70 countries, and is enjoyed by millions of consumers worldwide. For more information, visit [www.filippoberio.com](http://www.filippoberio.com).

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**BEANSTALK TO REPRESENT THE “QUEEN OF SALSA”, CELIA CRUZ**

**New York, New York, March 7, 2017 –** The Celia Cruz Estate has signed an exclusive representation agreement for advertising licensing with Beanstalk, a global brand-extension agency headquartered in New York. As one of the most influential Latin artists of the last century, Celia Cruz is known as the “Queen of Salsa” throughout the world. The partnership between Beanstalk and the Celia Cruz Estate will extend the electrifying personality and legacy of the icon into advertising, long-term brand associations and select product opportunities.

A native-born Cuban, Cruz was raised in working-class Havana and became a U.S. citizen after leaving Cuba. She went on to win four Latin GRAMMY® Awards, four GRAMMY® Awards, produce more than twenty Gold and Platinum albums and received the highest honor given to artists, the National Medal of Arts bestowed by then President Clinton. Cruz’s unique, cross-generational appeal touched people of all ages and ethnicities and she came to represent the vibrancy of Hispanic culture throughout the world.

"Early in our conversations, the Beanstalk team showed passion and enthusiasm in continuing Celia’s legacy and celebrating Celia’s profound relationship with Hispanic audiences and Latin music lovers across the globe," says Omer Pardillo-Cid, Executor of the Celia Cruz Estate. “We’re excited to partner with Beanstalk and look forward to a bright future ahead… ¡Azucar!”

Vice President of Brand Management at Beanstalk, Martin Cribbs, commented on the new relationship, “We are thrilled to add Celia Cruz to our roster of legendary icons. She is one of the most colorful, dynamic, and beloved artists in history and came to define an entire genre of music.”

**About the Celia Cruz Legacy Project and Celia Cruz Foundation**

The Celia Cruz Legacy Project was established to celebrate Celia Cruz’s accomplishments and achievements as the world’s most iconic salsa singer through innovative music programs for underprivileged children and memorabilia exhibitions recounting her exceptional life and career. Its Archive and Research Center collects, safeguards and makes accessible materials, documents, photographs, video footage, stage dresses and pieces from Celia Cruz’s personal collection to keep the Legacy of Celia Cruz alive for generations to come.

The Celia Cruz Foundation’s mission is to maintain the legacy of Celia Cruz for future generations, as well as to offer financial aid to Latino students who wish to study music. Founded by the legendary artists, the Foundation is a not-for-profit organization dedicated to raising funds for underprivileged students wishing to study music. During her 50-year career, Celia Cruz was a tireless supporter of music education in the Hispanic community.

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**BEANSTALK SIGNS BRUCE LEE ENTERPRISES**

**New York, New York, March 7, 2017 –** Bruce Lee Enterprises has signed an exclusive representation agreement for advertising licensing with Beanstalk, a global brand-extension agency headquartered in New York. Considered one of the most influential martial artists of all time, Bruce Lee remains a major cultural icon with tens of millions of fans around the world. The partnership between Beanstalk and Bruce Lee Enterprises will aim to extend the personality rights of the icon for use in advertising, long-term brand associations, and select product opportunities.

Lee created a new martial art called Jeet Kune Do that incorporated mind, body, and spirit – values he applied in all areas of his life and work. As an actor, Lee’s movie stardom elevated and redefined the perception of Asian Americans. Today, his legacy of self-expression, equality, and pioneering innovation continues to inspire people around the world.

“We feel privileged to work with the Bruce Lee family, who take great care to preserve and share his philosophical teachings and entertainment legacy. Today, Bruce Lee’s social media imprint rivals the biggest pop music and movie stars in the world with tens of millions of fans – 80% of whom are in the most coveted 12-34 year old demographic,” said Martin Cribbs, VP, Brand Management of Beanstalk’s Icon Representation service.

Shannon Lee, Bruce Lee’s daughter and CEO of Bruce Lee Enterprises commented, “We look forward to working with Beanstalk to spread my father’s message of mastery, hope and action across the world. Martin and the team at Beanstalk really understand and respect what we are trying to do, and we are excited to have their help and expertise in spreading the Bruce Lee love!”

**About Bruce Lee Enterprises**

Bruce Lee Enterprises (BLE) is the parent company of the Bruce Lee Family Companies, which include licensing, production, and healthy, ready to drink teas. BLE is a mission based company formed to spread Bruce Lee’s message of harmonious individuality and personal growth toward a better and more unified planet. BLE is the exclusive owner of all commercial merchandising and allied rights relating to the use of Bruce Lee’s name, image, likeness, persona, signature, voice, attributes, marks, logos, symbols, works, photographs and writings, including certain proprietary rights in and to Bruce Lee including but not limited to the rights of association, publicity, sponsorship, and/or endorsement, and holds copyrights and trademark rights in and to the name, image quotes and writings of Bruce Lee. To learn more about Bruce Lee’s life and philosophy, check out [www.BruceLee.com](http://www.BruceLee.com) and [www.BruceLeeFoundation.org](http://www.BruceLeeFoundation.org).

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