



RWS Entertainment Group Launches New Leased Experiences Offerings with Peanuts, Rudolph the Red-Nosed Reindeer and More

Iconic brands come to life with scalable, branded experiences featuring licensed characters, bold displays, and immersive engagement.

New York, NY – May 13, 2021 – RWS Entertainment Group (RWS) is once again growing, announcing the addition of Leased Experiences offerings, further developing the award-winning production company’s full-service range of branded experiences. By expanding to offer scalable leased experiences, RWS can provide affordable solutions for any budget. Iconic brands come to life through character interaction, colorful scenery and interactive activations driving foot traffic and guest satisfaction in even the smallest space.

“Many times, licensing fees are cost prohibitive for smaller attractions and museums,” said RWS Founder and CEO Ryan Stana. “Our new Leased Experiences allow virtually any venue to add the power of an iconic brand to their marketing campaigns and guest experience. RWS handles everything from design and installation to staffing and guest interaction. Nothing could be easier.”

RWS raises the traditional exhibit model by including human interaction, staffed and trained by RWS. Flexible designs that fit any space encourage play, collaboration and fun. Leased Experiences can be integrated with retail and food and beverage offerings to maximize investment and create a 360-degree, marketable attraction that quickly drives ROI.

“Other companies design and install exhibits then leave the customer to take care of marketing integration, staffing and guest interaction,” added Stana. “With RWS Leased Experiences, we are a partner every step of the way, including managing day-to-day experience operations.”

RWS Leased Experiences Brand Activation Partners and Experiences Include:

PEANUTS AT PLAY

We are excited to celebrate the 70th Anniversary with one of the top 5 characters of all time... Charlie Brown and his friend, Snoopy. As RWS Entertainment Group launches its new leased experience program, we couldn’t be more excited to do it with Peanuts and the Gang! Peanuts at Play, designed with Zoos and Gardens in mind, allows you to step through Snoopy’s doghouse and be transported into the backyard of Charlie Brown.

RUDOLPH THE RED-NOSED REINDEER



Let Rudolph the Red-Nosed Reindeer light up your property this holiday season in this one-of-a-kind activation! RWS is excited to team up with the most beloved reindeer of all time, Rudolph, to create an immersive experience that engages guests of all ages in Reindeer Games and more, as you meet Sam the Snowman, Yukon Cornelius, Bumble the Abominable Snow Monster, Santa Claus, Clarice and Rudolph. With 100% consumer awareness, this bright experience will be the most famous attraction of all!

DINO DON

This Jurassic-sized, leased experience of gigantic robot creatures transports guests into the prehistoric world of giant dinosaurs and the fantasy realm of enormous dragons. Walk among the only full sized, scientifically accurate animatronic dinosaurs or enter into a land of mythical fantasy as you come face to face with dragons from many cultures. This *dinomite* experience is complete with interactive games, instagrammable moments, entertainment offerings and more that will keep guests roaring!

BRICKLIVE

RWS is excited to announce a partnership with UK based BRICKLIVE and bring a whole-new leased experience to the states. Bricklive's oversized brick sculptures are designed to provide a creative experience and Instagram success. Audiences will be amazed at life-sized sculptures! The scale and range of exhibits available provides a wide range of amazing creatures that are bound to excite visitors and add a new dimension to your attraction. Let our bricks connect your guests with a unique experience that embraces fans of all ages and actively encourages families to learn, build and play together.

RWS Leased Experiences are perfect for adding marketable new capital to non-profit museums and exhibits or injecting a branded boost to year-round attractions. To learn more about this new turn-key exhibit option, visit: experiencerws.com/leased-experiences

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About RWS Entertainment Group

Operating out of a 56,000 square foot office, rehearsal studio complex and performer housing in New York City, with a recently launched office in London, Emmy Award-winning RWS Entertainment Group is North America's largest provider of branded stage shows and experiences.

Founded in 2003, the multi award-winning live entertainment production company has produced innovative productions and custom brand experiences for top resorts, cruise lines, theme parks, corporate events, and NYC fashion events for an impressive roster of clients that include Virgin Voyages, *O, the Oprah Magazine*, Audible, Busch Gardens, SoNo Collection, Holland America Line, Azamara, Hard Rock Resorts, Warner Bros., Prada, NBCUniversal, Six Flags, Cedar Fair, Hershey Entertainment and Resorts,



Westfield, Macy's, Vera Wang, and Mattel. RWS is now the leader in the industry, providing full design and installation services for interactive elements, theming, décor and more, to create unparalleled immersive experiences.

In 2018, RWS announced the launch of a Theatrical Ventures and Ticketed Experiences Department, set to produce theatrical shows for Broadway, Off-Broadway and branded ticketed experiences. Additionally, RWS-owned Binder Casting opened two new divisions—commercial and film—operating alongside the

already established theatrical team. For more information about RWS Entertainment Group, please follow RWS on [Facebook](#), [Instagram](#), and [LinkedIn](#).

About Peanuts:

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.

About Character Arts, LLC

Character Arts was established in 1999 by Jonathan Flom, an entertainment management, production and licensing industry veteran. The company's primary focus has always been the dedicated management of Rudolph the Red-Nosed Reindeer and all of the characters from the 1964-television special. The company also manages the classic holiday property Spookley the Square Pumpkin. Character Arts works across all media, including film, television, advertising, retail, location-based entertainment, music, publishing and charitable tie-ins. Visit www.characterarts.com.

About Dino Don, Inc.

Dino Don, Inc. is a traveling exhibitions company creating the world's only full sized, scientifically accurate animatronic dinosaurs. Specializing in behavioral scenes, Dino Don, Inc creates custom exhibitions for any venue.

Founded by Don Lessem, one of the world's leading dinosaur experts, Dino Don, Inc. has created the world's largest dinosaur exhibits since 1993 in North America, Asia, and Europe. As the advisor to Jurassic Park, host to NOVA documentaries for Discovery Channel, and Disney movie and theme park collaborator, "Dino" Don Lessem continues to educate through his exhibitions, philanthropies, and 52 books on natural history.

About BRICKLIVE



Founded in 2014 by Clive Nørgaard Morton, BRICKLIVE is an interactive toy brick-based Show. First launched in 2014 at ExCel, London, BRICKLIVE was then staged in two venues in 2015 (NEC and ExCeL). It attracts new and creators and toy-brick builders of all ages and is one of the largest events of its type in Europe.

About LIVE COMPANY GROUP

Live Company Group plc (“LVCG”, the “Company” or the “Group”) is a live events and entertainment Company, founded by David Ciclitira in December 2017. The Company was admitted to trading on AIM in December 2017, following the reverse acquisition of Brick Live Group and Parallel Live Group by LVCG.

The Group is a network of partner-driven fan-based shows using BRICKLIVE created content worldwide. The Company owns the rights to BRICKLIVE - an interactive experience built around the creative ethos of the world’s most popular construction toy bricks. BRICKLIVE, which is fast becoming a leading children’s education and entertainment brand, actively encourages all to learn, build and play, and provides inspirational events and shows where like-minded fans can push the boundaries of their creativity. Bright Bricks is the Group’s production centre for building brick-based models. The Group is an independent producer of BRICKLIVE and is not associated with the LEGO Group.