



**WARNER BROS. AND DC ENTERTAINMENT LAUNCH
NEW GLOBAL KIDS WEBSITES
SCOOPYDOO.COM, LOONEYTUNES.COM AND DCKIDS.COM**

New Websites to Extend Interactive Environment for Young Fans Around the World

Burbank, Calif. – May 22, 2015 – Warner Bros. Consumer Products (WBCP) and DC Entertainment, announced today the launch of the all-new ScoobyDoo.com, LooneyTunes.com and DCKids.com, three new entertainment destinations for kids that will engage fans with all their favorite Warner Bros. characters and DC Comics Super Heroes in a dynamic immersive experience, featuring original new content.

“Now, more than ever, providing universal access to a world of content is key to engaging even our youngest fans,” said Karen McTier, Executive Vice President of Warner Bros. Consumer Products. “We are excited to offer this new entertainment experience that delivers fun and engagement for kids across multiple digital platforms.”

With key interactive features designed to offer exciting content to kids any time they want from any Internet-connected device in the format they have grown to expect in today’s digital environment, ScoobyDoo.com, LooneyTunes.com and DCKids.com are now launched and will allow kids to experience immersive worlds 24/7 and *connect* with Warner Bros.’ beloved franchise animation characters and the famed universe of DC Comics.

The WB Kids character driven environments, ScoobyDoo.com and LooneyTunes.com, will inspire imagination and encourage interaction with many of Warner Bros.’ most recognizable franchise animation characters, including Bugs Bunny, Daffy Duck, Scooby-Doo, Shaggy and the Gang, engaged through fan-favorite content, exclusive videos, interactive and downloadable activities, comics and exciting games.

“With DCKids.com our goal is to provide a kids-focused online destination that delivers unparalleled access to our iconic characters such as Batman, Superman and Wonder Woman in a way that is fun, engaging and appropriate for our younger fans,” said Amit Desai, SVP

Marketing and Global Franchise Management, DC Entertainment. “We know kids have an affinity for our characters, and that interacting with DC Super Heroes can be inspirational and a powerful source of imagination and play.”

DCKids.com will feature DC Comics’ most iconic Super Heroes, including Batman, Superman, Wonder Woman and more, in exciting games and interactive ways to play. Original digital shorts from *Batman Unlimited* and *DC Super Friends* will be featured on the site.

Developed for kids aged 4-11, the discoverable digital ecosystem offers relatable entertainment for kids through these immersive worlds that feature components such as original content, videos, downloadable activities, games, quizzes and contests. Additionally, an international market rollout in Australia, Brazil, France, Germany, Italy, Mexico, Portugal, Russia, Spain and the UK is planned for the coming months.

Please visit at:

www.dckids.com

www.scoobydoo.com

www.looneytunes.com

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About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world.

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