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MEDIA RELEASE

THE HEAT GROUP AND WARNER BROS. CONSUMER PRODUCTS JOIN FORCES FOR PERSONAL CARE PRODUCTS

Melbourne, Australia, 28 March 2012 - The Heat Group, one of Australia's leading cosmetic and personal care distributors, will embark on its first foray into licensing after signing an agreement with Warner Bros. Consumer Products to develop a wide range of personal care products.

Beginning late 2012, retailers nationwide will stock their shelves with products such as bath and body washes, shampoos and conditioners, and body fragrances across three of Warner Bros' leading evergreen brands – *Looney Tunes*, *Scooby-Doo*, and *DC Comics* characters such as *Wonder Woman*, *Batman* and *Superman*. The range is set to please retailers and consumers through innovative and high-quality product development.

Gillian Franklin, Founder and Managing Director of The Heat Group, said: "We're excited to join forces with some of the most recognisable children's brands in the world.

"This is a wonderful opportunity for our business and is in line with our strategic plans to deliver growth both organically and by increasing our portfolio of brands within the segment we know well," says Gillian. "We are proud to partner with such global household brands that fit so well with our own and are excited about the many opportunities the Warner Bros. Consumer Products portfolio provides to demonstrate our expertise and creativity and also build on our retailer relationships."

Preston Kevin Lewis, the Managing Director for Warner Bros. Consumer Products in Australia and New Zealand, said: "Partnering with The Heat Group further expands our company's focus on strategic alliances. This is an essential part of our current and go-forward strategy. We look for partners who are experts in their field, have unimpeachable character and integrity, and are passionate about brands and delivering compelling opportunities to the market. The Heat Group fits this perfectly."

Release Ends

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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 many key 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. In January 2012, DC Entertainment, in collaboration with Warner Bros. and Time Warner divisions,

launched We Can Be Heroes—a giving campaign featuring the iconic Justice League super heroes—to raise awareness and funds to fight the hunger crisis in the Horn of Africa.

About The Heat Group

As a distributor for leading personal care brands, Max Factor, COVERGIRL, Bourjois, Ulta3, essence, Elite, and Billie Goat Soap, The Heat Group is one of Australia’s most successful entrepreneurial companies, with a passion and commitment to supporting women. The Heat Group regularly engages with Australian women via the Heat Poll, a research initiative that provides insight into the needs and opinions of women. www.heatgroup.com.au

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