



***Bring Home Your Favorite Neopets With A New Merchandise Licensing Program
for the Massive Neopets Fanbase!***

Ready, Set, Collect!



El Segundo, CA – (December 1, 2020) –JumpStart® Games, Inc, owner of Neopets, is thrilled to announce a new official Neopets merchandise licensing program based on the iconic brand and gaming franchise. Not only will the licensees be creating fun and iconic physical merchandise but fans will also receive codes with purchase of select merchandise which ties into their Neopets’ gaming experiences.

“For over 20 years, Neopets fans have shown their passion for the brand by collecting both virtual and physical Neopets content. As we expand the Neopets brand, players and fans have asked for new opportunities to own a piece of Neopets. We are excited to announce a new official merchandise licensing program that lets fans bring home their favorite Neopets collectibles, apparel, jewelry and more,” said Scott Nocas, EVP of Business Development and Marketing for JumpStart Games, Inc.

Neopets is thrilled to announce the following consumer merchandise partnerships:

- **Hot Topic:** Shopping from home? A new collection of Neopets T-shirts has launched on Hot Topic.com! You can choose from a variety of classic Neopets designs, as well as festive options in time for the holidays, at <https://hottopic.me/3l3klfY>.



- **[What's Your Passion Jewelry](#)**: Collect Korbat, Wocky, Jetsam, Grundo, Acara and more! Available in sterling silver and 14k gold, these pieces are perfect for fans of all ages! Each piece of jewelry sold comes with an in game code to redeem items on [Neopets.com!](#) Neopets fans can also expect to see an extensive collection of premium hard-enamel glitter pins from What's Your Passion Jewelry. Bonus: Receive an in-game code with every two pins purchased. Gift With Purchase: Free Snowickle Pin with a \$95 Neopets Merchandise purchase (applicable to both Neopets pins and jewelry). Limited edition of 100. Get them while supplies last!
- **[Geekify](#)**: Get your hands on incredibly soft, branded [Neopets blankets](#) featuring some of your favorite Faeries and Neopets. You can also show off your dedication to Neopia with rare [Paint Brushes](#) and [Petpet enamel pins](#), and embroidered patches. Purchases come with in-game codes that you can redeem on your Neopets.com account. After completing your purchase of \$41 to \$75 USD (before tax) you'll receive a rare in-game item code!
- **H3 Apparel**: Neopets has partnered with H3 Sportgear for a line of men's, women's, junior's and children's accessories and headwear featuring the iconic Neopets graphics. The program will kick off just in time for the holiday season at Hot Topic physical retail stores with a selection of Neopet's T-shirts and joggers.
- **Squip**: Starting in Spring 2021, Squip.com will be offering full color print on demand 3D figures of Neopets favorites like Dr.Sloth, Hannah, and the Kougra to name a few!

Throughout its history, Neopets has been a home to, and inspired, a huge artist community. To support current and future licensors, Neopets is recognizing the passion and skill of its artist fanbase by launching a fan artist partnership program. Beginning with [Krista Staggs](#), also known as @Kuitsuku (longtime Neopets artist who has been featured in lootcrate and kotaku), and [Anthony Conley](#) (designer behind many of the Neopets, petpets, faeries and popular plot characters in 2000's), Neopets will hire artists from the community to create designs and art for licensees and new merchandise. As the program expands in 2021, Neopets will be adding new artists and merchandise.

"Neopets is a positive outlet for our users, especially during these crazy times and we're really excited to continue to grow and expand the brand," said Stephanie Lord, Neopets Brand Manager. " We are actively releasing updates to the site (converting to Flash, a site refresh amongst others) and now we can add merchandise items to that list."

To identify the best licensing partners, Neopets has partnered with Carlin West Agency LLC. Future merchandise launches in 2021 include plush toys, collectable figures, comics, accessories, gift and novelty, stationery and more.

New merchandise for the holiday season is just the beginning of exciting developments happening for the Neopets brand in 2021. To learn more, please visit:



- Website: Neopets.com
- Facebook: [@Neopets](https://www.facebook.com/Neopets)
- Instagram: [@Neopetsofficialaccount](https://www.instagram.com/Neopets)
- Twitter: [@Neopets](https://twitter.com/Neopets)

About Neopets

Owned by JumpStart® Games, the leader in creating interactive family experiences that both entertain and educate. JumpStart® creates mobile and multi-player games and experiences under its flagship brands - JumpStart®, Jumpstart Academy®, School of Dragons®, Zoo Guardians® and Math Blaster®. For over 20 years, Neopets has allowed users to create and care for digital pets called “Neopets” while exploring the virtual world of Neopia and sharing it with their friends and the community on desktop and mobile web browsers. For more information, please visit www.neopets.com. JumpStart Games is a subsidiary of NetDragon, a global leader in building internet communities. JumpStart is based in Los Angeles, California. For more information, please visit www.jumpstart.com.

About NetDragon Websoft Holdings Limited

NetDragon Websoft Holdings Limited (HKSE: 0777) is a global leader in building internet communities with a long track record of developing and scaling multiple internet and mobile platforms that impact hundreds of millions of users, including previous establishments of China’s first online gaming portal, 17173.com, and China's most influential smartphone app store platform, 91 Wireless.

Established in 1999, NetDragon is one of the most reputable and well-known online game developers in China with a history of successful game titles including Eudemons Online, Heroes Evolved and Conquer Online. In recent years, NetDragon has also started to scale its online education business on the back of management's vision to create the largest global online learning community, and to bring the “classroom of the future” to every school around the world. For more information, please visit www.netdragon.com.

About Carlin West Agency

CWA (Carlin West Agency LLC.) is a leading brand building and merchandise licensing company representing licensing rights to children’s/pop culture entertainment brands such as Neopets, global pop star Hatsune Miku, Cristiano Ronaldo’s Striker Force 7 and others. CWA is based in New York City. For more information, please visit www.carlinwestagency.com

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