

Fraggle Fun!

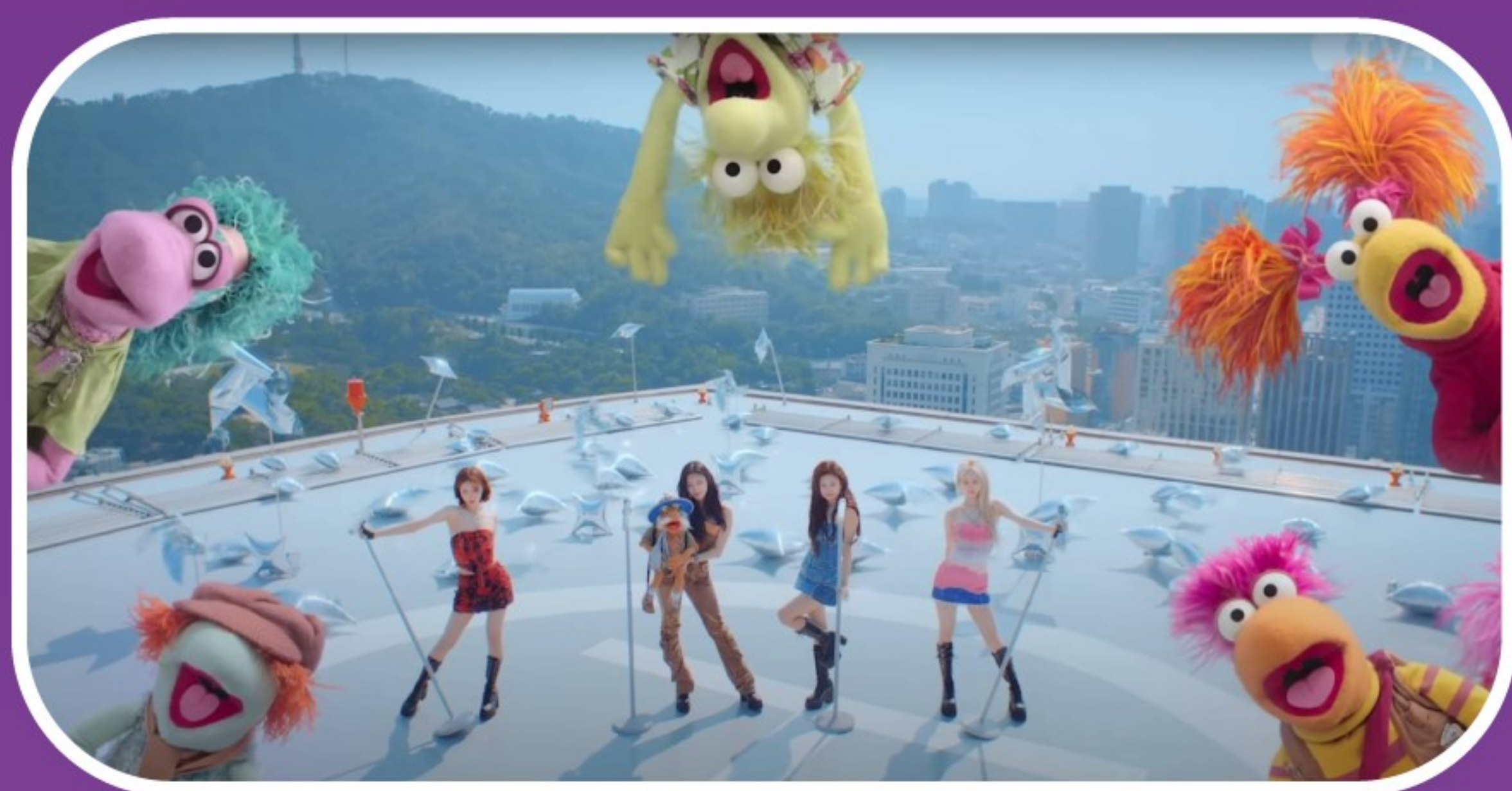
UPDATES FROM THE WORLD OF *Jim Henson's* FRAGGLE ROCK



SEASON 2 IS HERE!

The highly anticipated second season of Fraggle Rock: Back to the Rock launched on March 29th to a massive media push and social media buzzing about the return of the Fraggles with their stellar roster of guest stars including Ariana DeBose, Brett Goldstein, Catherine O'Hara, Daveed Diggs and Adam Lambert.

The second season's trailer has reached nearly half a million views across Henson and Apple TV+ channels.



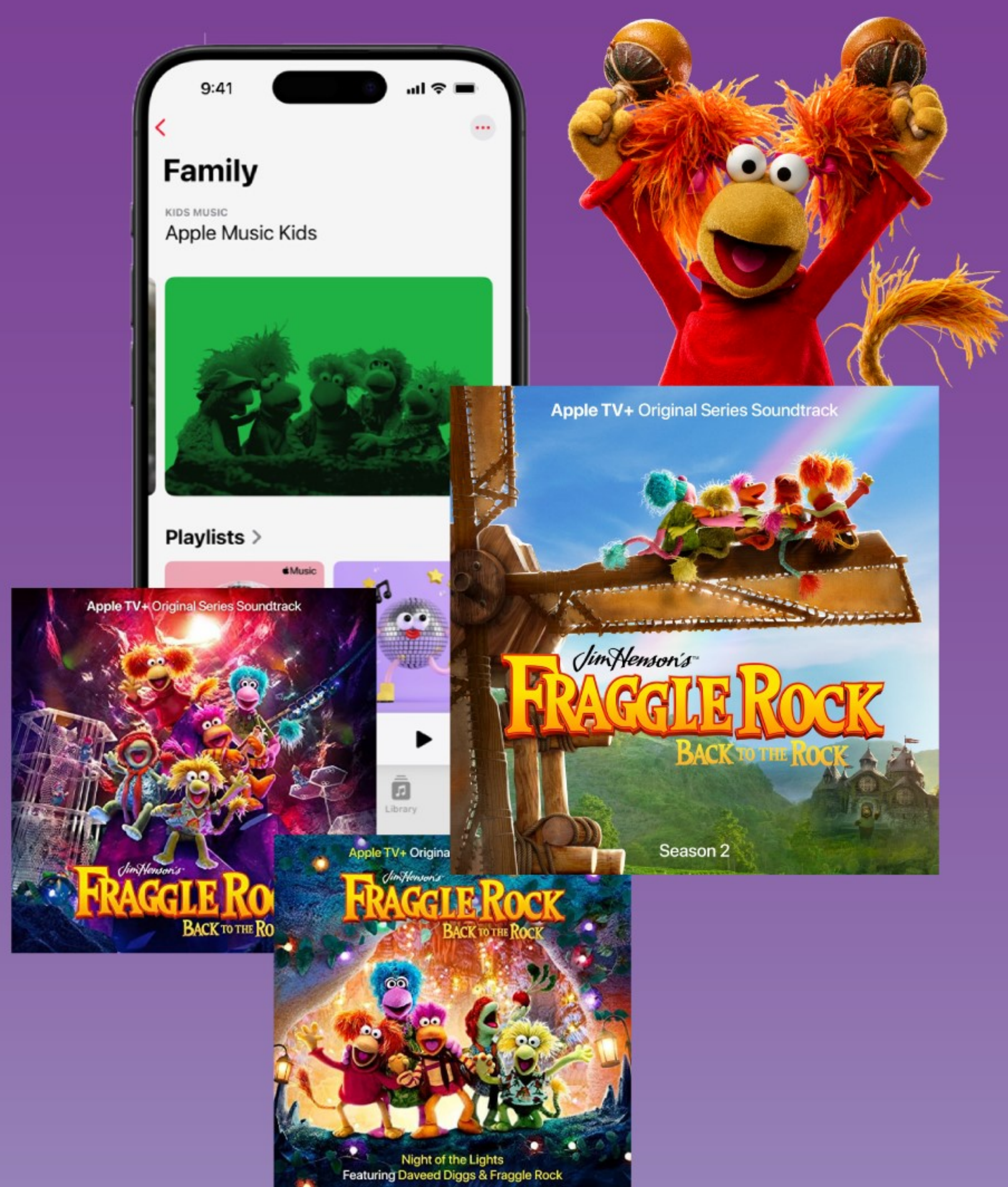
GET GOIN'! FRAGGLES X AESPA

Adding to the anticipation was the announcement of the wildly popular k-pop group aespa's participation in season 2. The teaser alone to their music video for "Get Goin'", featuring the Fraggles, has **over 6 million views with the final video bringing in over 3 million more.**

NEW FRAGGLE MUSIC, STREAMING NOW.

The full Season 2 soundtrack has also debuted on all streaming services, with featured placement on the Apple Music app, featuring new songs by the Fraggles, Adam Lambert, aespa and more!

Additionally, the Season 1 soundtrack featuring Foo Fighters, Patti LaBelle and more, as well as the soundtrack for the Holiday special "Night of the Lights" are also streaming.



THE FRAGGLES TAKE THE WHITE HOUSE

The Fraggles were welcomed to White House Egg Roll by the President and First Lady, making an appearance in front of thousands of attendees and reading from the first tie-in story book released by Paw Prints Publishing.



THE FRAGGLES MEET THE PRESS

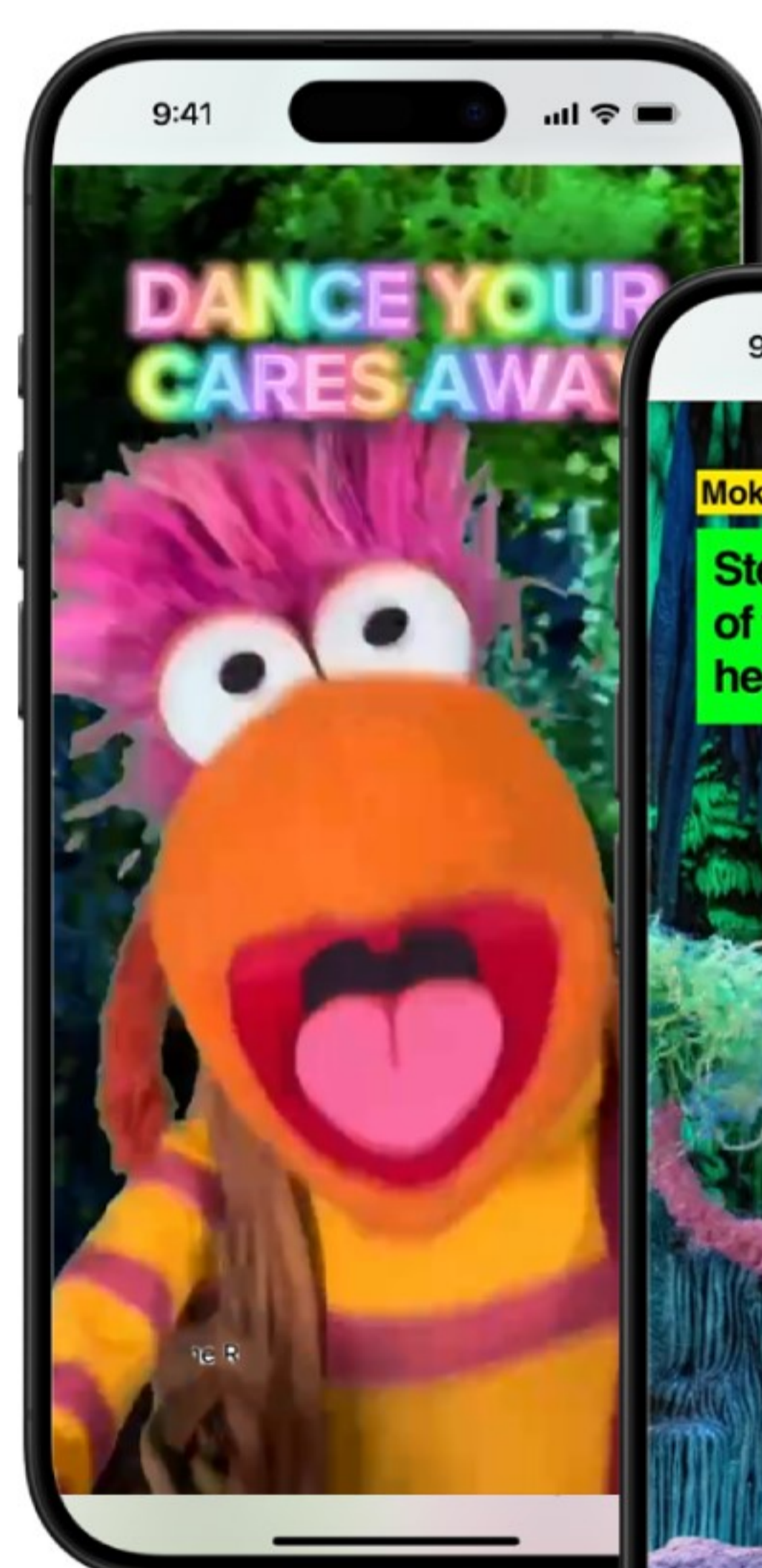
They also made an extended press tour, including stops at Good Day LA, ABC Newsline and more, along with an appearance behind the bar on Bravo's Watch What Happens Live with Andy Cohen and fellow guest Brooke Shields.



FRAGGLE-Y SOCIAL MEDIA FUN

Fraggle Rock and Henson-owned accounts have continued to deliver fresh content to their highly-engaged fan bases, including exclusive clips, blooper reels, behind the scenes looks and more. Recently, The Jim Henson Company has established itself on TikTok working with Apple and Lakeshore Records on exciting initiatives, including:

- TikTok duets allowing fans to sing Season 2 songs with the Fraggles continue to roll out
- The #DanceYourCares away TikTok and Instagram reels initiative kicked off, letting fans deal with everyday annoyances the way the Fraggles do – through song and dance!



FRAGGLE YOUTUBE TAKEOVER!

The Fraggles took over the Henson Family Hub YouTube channel, complete with character-specific playlists and musical highlights from the classic series

The Fraggles takeover **attracted 3.5 million views** on the Henson Family Hub Channel.



CONSUMER PRODUCTS GALORE!

A vibrant collection of retail partnerships into Season 2 and beyond!



Fraggle Rock Partners with world renowned toy creator MGA Entertainment with its first wave of toys in stores soon. The two-year global agreement also includes opportunities to sub-license the Fraggle IP to MGA brand Little Tykes and other product categories.



The first two of many tie-in books from Paw Prints, available now!



An ongoing line for Boss Fight Action Figures featuring the Fraggles, Doozers and more!



Hot chocolate, coffee and matcha from Jade City Foods



Premium shirts from RSVLTS



Apparel from Spirit Jersey



Stickers from Blank Tag



Skateboards from Madrid