

**FOSSIL LAUNCHES SPACE JAM: A NEW LEGACY COLLECTIONS ALONGSIDE ALL-NEW
LIVE-ACTION/ANIMATED MOVIE RELEASE**

*Limited-Edition Tune Squad Watches, Bags, More Collectible Pieces Featuring Iconic Looney
Tunes Characters Available Now*

Richardson, Texas – July 7, 2021 – Fossil, in partnership with Warner Bros. Consumer Products, is thrilled to announce our exclusive Space Jam by Fossil capsule collection, featuring collectible accessories and a limited-edition box set jam-packed with beloved Tune Squad characters. Launching on July 7 — in advance of *Space Jam: A New Legacy's* release on July 16 — the collaboration includes three collections with limited-edition watches, backpacks, small leather goods and more. With iconic, fan-favorite characters such as Bugs Bunny and Lola Bunny, Space Jam by Fossil offers ultra-collectible pieces for the entire squad. So lace up — things are about to get looney!

“As a brand long inspired by American heritage and iconic moments in culture, Space Jam by Fossil pays homage to what makes this new movie, *Space Jam: A New Legacy*, so exciting for all ages — beloved characters, reimagined storytelling, and bold visuals,” says Steve Evans, EVP Chief Brand Officer. “So, we’re thrilled to be releasing three collections for every type of Space Jam fan. Whether you saw the previous movie in theaters 25 years ago or are joining the fan club with fresh eyes today, Space Jam by Fossil honors the Tune Squad’s adventurous spirit and classic lineup that has made them icons across generations.”

The **All Stars Collection** of watches and card cases features five colorful, limited-edition designs, each starring a top Tune Squad player — from Bugs Bunny and Lola Bunny to Tweety, Marvin and Daffy, there is a collectible style for each of your favorite Tune Squad members. All five watch designs are paired with a sport-ready silicone strap, color-coded bezel to match each character’s look (42MM case size) and feature a specially etched caseback. The All Stars Collection timepieces retail for \$89 and the card cases are priced at \$48.

In the **Slam Dunk Collection**, the Tune Squad’s most iconic duo, Bugs Bunny and Lola Bunny, take center court on two dynamic watch designs, each paired with a limited-edition bag tag and commemorative coin. Featuring bold graphics and iridescent details, our bestselling Minimalist watch platform (42MM and 36MM case sizes) pairs back to reimagined Buckner and Megan backpacks, and coordinating card cases and coin pouch. Each Slam Dunk Collection watch retails for \$159, the backpacks are available for \$218-\$398, and the small leather goods are priced at \$48.

Made in a limited edition of just 75 sets, the **Tune Squad Box Set** is the ultimate collector’s item. Flip open the lid to find a locker room full of interchangeable straps and swag, including a special-edition watch (42MM case size) featuring an image-changing lenticular dial that depicts your favorite Tune Squad players. Then, hit the court with collectible team figurines for a game-time experience right on top of the box. The exclusive Tune Squad Box Set — inclusive of watch, interchangeable straps, bag tag, commemorative coin and figurines — retails for \$500.

Visit [Fossil.com](https://www.fossil.com) and follow @Fossil to shop the Space Jam by Fossil collections and stay up to date on current and future launches.

Fossil

[Fossil](https://www.fossil.com) was inspired by American creativity and ingenuity. Bringing new life into the watch industry by making quality, fashionable watches that were both fun and accessible. Creativity was at the heart of everything we did. Today, we continue to focus on what makes us, us: Our optimistic attitude, our dedication to authenticity and, of course, our creative spirit. The things we make, from traditional watches to smartwatches, bags to wallets, jewelry to gifts, complement every style, and fit every lifestyle—for all the moments that make you, you.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, part of Warner Bros. Global Brands and Experiences, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, Wizarding World, Looney Tunes, Hanna-Barbera, HBO, Cartoon Network and Adult Swim. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

About "Space Jam: A New Legacy"

Welcome to the Jam! Basketball champion and global icon LeBron James goes on an epic adventure alongside timeless Tune Bugs Bunny with the animated/live-action event "Space Jam: A New Legacy" from director Malcolm D. Lee and innovative filmmaking team that includes Ryan Coogler and Maverick Carter. This transformational journey is a manic mashup of two worlds that reveals just how far some parents will go to connect with their kids. When LeBron and his young son Dom are trapped in a digital space by a rogue A.I., LeBron must get them home safe by leading Bugs, Lola Bunny and the whole gang of notoriously undisciplined Looney Tunes to victory over the A.I.'s digitized champions on the court: a powered-up roster of professional basketball stars as you've never seen them before. It's Tunes versus Goons in the highest-stakes challenge of his life, that will redefine LeBron's bond with his son and shine a light on the power of being yourself. The ready-for-action Tunes destroy convention, supercharge their unique talents and surprise even "King" James by playing the game their own way.

James stars alongside Don Cheadle, Khris Davis, Sonequa Martin-Green, newcomer Cedric Joe, Jeff Bergman and Eric Bauza. Lee directs from a screenplay by Juel Taylor & Tony Rettenmaier & Keenan Coogler & Terence Nance and Jesse Gordon and Celeste Ballard, story by Juel Taylor & Tony Rettenmaier & Keenan Coogler & Terence Nance and Terence Nance. Based on "Space Jam," written by Leo Benvenuti & Steve Rudnick and Timothy Harris & Herschel Weingrod. The film's producers are Ryan Coogler, LeBron James, Maverick Carter

and Duncan Henderson, and the executive producers are Sev Ohanian, Zinzi Coogler, Allison Abbate, Jesse Ehrman, Jamal Henderson, Spencer Beighley, Justin Lin, Terence Nance and Ivan Reitman.

Warner Bros. Pictures Presents a Proximity/The SpringHill Company Production, a Malcolm D. Lee Film, "Space Jam: A New Legacy." The film will be distributed worldwide by Warner Bros. Pictures. It will be released in theaters nationwide on July 16, 2021 and will be available in the U.S. on HBO Max for 31 days from theatrical release.

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