

KING FEATURES

CUPHEAD

"DON'T DEAL WITH THE DEVIL"



DON'T DEAL WITH THE DEVIL

Primary Consumer Target: Young Men 14-25

Secondary Target: Kids 6-11

In this groundbreaking video game created by independent developer Studio MDHR, **Cuphead and Mugman** are a couple of kind-hearted, happy-go-lucky brothers who have found themselves in a precarious predicament: they've gambled with the Devil...and lost! Now they have suddenly found themselves owing him their souls, unless they can collect the contracts of his other runaway debtors across the fantastical Inkwell Isles!

- 👑 Downloadable video game launched Sept 2017, **with 8+ Million units sold**
- 👑 Platforms: **Xbox, Steam, Mac, Windows, Nintendo Switch, Playstation 4 & GogCom**; playable in **Tesla Models 3, S & X**
- 👑 **Nintendo Switch** is fastest selling, most popular platform with 50/50 split male/female demo
- 👑 **Winner of 20+ awards**; 3 Guinness World Records!
- 👑 **1B+ YouTube views** of Cuphead related content
- 👑 **1M+ active followers** on Twitch for #Cuphead
- 👑 Excellent social engagement; **1M+ impressions** on most posts
- 👑 **New downloadable content (DLC)** targeting 2021 launch

Licensing

- 👑 **Global licensing program** with 35+ licensees to date across key categories with partners such as Funko, YouTooZ, PowerA, USAopoly, Trademark Products, Insert Coin Clothing, Ensky, Fifth Sun, Jay Franco + Sons, 1,000 Toys, GB Eye, McFarlane Toys and more!
- 👑 **Art prints** available through Bottleneck Gallery and Trends International.
- 👑 **Dark Horse:** Cuphead Art Book completed 2nd print run and 1st Graphic Novel was top seller, 2nd Graphic Novel-Sept 2021
- 👑 **Little, Brown Books for Young Readers:** Middle Grade Reader #1 Mar 2020; #2 Dec 2020 & #3 planned for 2021
- 👑 **Running Press:** Mini kit including a mini book and a 3" Cuphead bobbling figurine
- 👑 **Launched first-ever Kids' Meal program with Arby's** in US/CAN Sept 2020

Entertainment

- 👑 Coming to Netflix: **The Cuphead Show** animated series

Ready to play? Contact us today!

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