



THE FLYING ACE RETURNS

United Feature Syndicate's SNOOPY™ takes flight in the 80th Anniversary Macy's Thanksgiving Day Parade®

- Snoopy returns as a brand new giant helium balloon and as an exclusive plush available nationwide at over 800 Macy's stores -

New York, NY- May 19, 2006- This Thanksgiving, Snoopy™, the world's most famous flying ace takes to the skies over Manhattan in the grandest procession down Broadway New York's ever seen for the 80th Anniversary Macy's Thanksgiving Day Parade®. Stepping off on Thursday, November 23rd, at 9:00 AM, the Macy's Parade will delight over 3 million live spectators and over 50 million television viewers nationwide as it marches into the history books and officially kicks off the holiday season. Snoopy's homecoming marks a record 28th appearance in the Parade's legendary lineup. Returning not only as a brand new giant helium balloon, Snoopy will also serve as this year's Macy's Holiday Ambassador, with an exclusive plush toy of the lovable pup, available at all Macy's stores nationwide.

Snoopy made his first Macy's Parade debut in 1968 and has delighted millions during his 27 Parade flights. Over the years, Snoopy has taken on a variety of roles from an Astronaut (1969-1977) to an Ice Skater (1986-1987). From 1988 to 1994 he appeared as Ice Skater Snoopy with his pal Woodstock along for the ride down Broadway. His last appearances in the Parade from 1999 to 2001 celebrated the Millennium and had Snoopy partying down the Great White Way. (Since 2002, the lovable blockhead, Charlie Brown, has been the featured Peanuts star attempting to kick the ever-elusive football down the parade route.) Snoopy may have been a party animal for his last flight, but his most famous Macy's Parade incarnation has been as the WWI Flying Ace (1968, 1978-1985), and for this year's 80th Anniversary, Snoopy will return as the Flying Ace ready to take flight once more for his showdown with the dreaded Red Barron.

As the official Macy's Holiday Ambassador, Snoopy will help Macy's usher in the spirit of the season as a cute collectible plush toy. Snoopy along with his pal Woodstock will be dressed in a festive red sweater for the holidays and will be rocking to the latest holiday tunes with his accompanying miniature FM Radio player that can be detached for personal use. The Macy's Holiday Plush is available for the first-time ever nationwide, at over 800 Macy's locations. Snoopy fans can purchase the plush for \$14.95 with any purchase of \$35 or more.

"The return of the Flying Ace is a cause for celebration for everyone who loves the Macy's Parade," says Robin Hall, Macy's Executive Producer, "Snoopy is an enduring character that has been a cultural touchstone for generations of Americans and a genuine icon that has helped define almost 40 years of the Parade's history."

“Snoopy and his many alter egos continue to warm hearts across the globe, but the iconic World War I Flying Ace is truly one that stands out in the minds of his millions of fans,” said Joshua Kislevitz, Senior Vice President, Domestic Licensing at United Media (a.k.a. United Feature Syndicate, Inc.). “As the official Macy’s Holiday Ambassador and the first featured plush available in all 800 Macy’s locations, it will be great to see Snoopy and the Flying Ace’s incredible popularity truly stand the test of time in this first-ever nationwide effort.”

About the Macy’s Thanksgiving Day Parade:

With more than 50 million viewers across the country and more than 2.5 million spectators that line up along the streets of New York City each year, the Macy’s Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For 79 years, the Macy’s Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the Parade proudly marches down a 2.5-mile route in New York City with over 10,000 participants in tow including Macy’s employees, their families, celebrities, athletes, clowns and dance groups spreading holiday cheer. The Parade also features America’s best marching bands, fabulous floats and Macy’s signature giant helium character balloons. For more information on the Macy’s Parade please visit www.macysparade.com or call the Parade hotline at (212) 494-4495.

About United Media (a.k.a. United Feature Syndicate, Inc.):

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