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FedEx Appoints Moxie as Exclusive Worldwide Licensing Agency

Westport CT— (April, xx 2023) Moxie and Co, the global promotion and licensing agency, is pleased to announce a new relationship with FedEx in respect of its FedEx Brand for extensions into consumer electronics, home and B2B office supplies, toys and all branded products. Moxie & Co. is a full-service global brand management, promotion and licensing agency. Headquartered only an hour from New York City in Westport CT, Moxie represents a diverse portfolio of designers and well-known brands including The MTA (The New York City Subway), Hamilton Beach Brands, FedEx, Simon & Schuster Publishing, Albert Whitman Publishing, Eloise and Hunt A Killer to name just a few. Moxie develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe.

“For the last 50 years FedEx has transformed the world by connecting people and possibilities, and we are celebrating this milestone through collaboration,” said John Kutteh of FedEx. “We view licensing our trademarks as a facet of our growth and accessibility to our customers. We continue to maintain a steadfast commitment to deliver more than packages, but also hope, opportunity, and good in the world. We now look forward to introducing FedEx to existing consumers and a whole new generation with the help of our friends at Moxie via exciting and new innovative product launches.”

Arlene Scanlan, President at Moxie emphasizes that Moxie is expert at building classic corporate and trademark franchises and see the FedEx brand as an important addition to Moxie’s corporate brandmark portfolio. “Our plan is to launch FedEx at the Licensing Expo in Las Vegas at the Mandalay Bay Convention Center this June. Exact dates are June 12-14 and Moxie’s booth # is F128.” said Scanlan.

For more information, visit www.moxieco.com