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NEWS RELEASE

FOR IMMEDIATE RELEASE

**BEATS BY DR. DRE ANNOUNCES EDUCATIONAL COLLABORATION WITH
SESAME STREET TO RELEASE “SESAME STREET BEATS”**

Partnership focuses on musical education and literacy for the youth

Culver City, Calif. Oct. 24, 2023 – Beats has announced an innovative collaboration with Sesame Street to release a new line of headphones featuring four popular Sesame Street characters. The partnership will focus on musical education and literacy for the youth.

Apple will also collaborate with Beats and Sesame Street to create programs focused on music education and music literacy. These programs will be packaged with the Sesame Street Beats, but also sold separately via iTunes. During the 2024 season, Beats will sponsor three special, music-focused episodes on Sesame Street.

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“I see this as a way to introduce and reinforce the importance of musical literacy at a young age,” said Beats founder Dr. Dre. “Reaching a new generation and inspiring creativity is important for the future of Beats.”

The Sesame Street Beats will feature colors that reflect each character: Elmo, the Cookie Monster, Kermit the Frog, and Big Bird.

“Elmo says he is ready to learn and enjoy music at the same time,” said the iconic Sesame Street star Elmo. “Elmo’s got a pair of Beats headphones, yaaaay!”

Sesame Street Beats will be available for a limited time. Pre-orders begin November 1 and rollout begins December 1 in time for the holiday season. At the beginning of December, products will be available at retailers who currently sell Beats products. The prices vary from \$249 to \$449. These headphones have built-in safety valves, which will protect children’s ears. The safety valves can be removed at the adult’s discretion.

About Beats by Dr. Dre: Beats by Dr. Dre is a leading audio brand founded in 2006 by Dr. Dre and Jimmy Iovine. Apple acquired Beats Music and Beats Electronics in 2014. Beats has inspired a new generation to the possibilities of a premium sound entertainment experience.