SIGNET JEWELERS

NEWS RELEASE

Zales Says 'I Do' To Female Proposals

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Zales is empowering women to propose and will be the Official Proposal Sponsor of The FRIENDS™ Experience: The One in New York City

NEW YORK, April 20, 2022 /PRNewswire/ -- To celebrate strong, independent women everywhere, **Zales** is saying "I Do" to female proposals as part of their #SheProposed campaign. Beginning April 28 – May 1, Superfly X and Warner Bros. Themed Entertainment will be re-creating the iconic proposal scene at The FRIENDS™ Experience in New York City of when Monica proposes to Chandler, candle by candle, for a limited engagement installation, with Zales as the Official Proposal Sponsor. Together they are encouraging women, couples, and FRIENDS™ fans to propose to their partners during their visit, making their own special moment to remember. Through June 28, position markers of Monica and Chandler's proposal will stay in place at The FRIENDS™ Experience: The One in New York City, allowing everyone to book a visit and stage their own proposal.

As part of the #SheProposed campaign celebration, fans are encouraged to post messages of love and support with the hashtag #SheProposed, especially when they visit the set re-creation at The FRIENDS™ Experience in New York City, inspired by one of television's most iconic proposals.

"Could we BE any more excited?," laughs Jamie Singleton, Signet Chief Marketing Officer and President of Zales, Kay and Peoples, "The wedding landscape today is quickly evolving and we're here to empower and encourage strong women everywhere. Equality and mutual respect are both important in any relationship, so this trend is a monumental milestone recognizing her voice. We can't wait to see how it develops, whether it's women taking the lead in proposing or counter-proposing to their partners."

The FRIENDS™ Experience in New York City has seen over 50 proposals since the opening in March 2021 and truly makes for a remarkable and memorable backdrop for everyone to get engaged. **Voted a 10Best New Attraction by USA Today** and included in **CNN's 12 Best Immersive Experiences around the world**, The FRIENDS™ Experience features 18 nostalgia-packed rooms and activations including Monica's kitchen, the Las Vegas Chapel where Ross and Rachel get married and the iconic FRIENDS fountain. The interactive space provides opportunities to explore the show's history and re-create your favorite moments.

The FRIENDS™ Experience: The One in New York City is located at 130 E 23rd Street, New York, NY. Tickets to visit the limited installation between April 28 - May 1 can be purchased in advance. Can't make those dates? No problem as The FRIENDS™ Experience: The One in New York City is open year-round. For tickets, please visit the **website**.

To ensure a safe environment for all staff and guests, The FRIENDS™ Experience remains "Monica Clean" and plans to continue COVID-19 protocols throughout the space including, but not limited to social distancing, requiring masks and thorough cleaning and sanitization measures. Learn more about the enhanced cleaning and safety measures as well as additional experience details at **www.FriendsTheExperience.com**.

About Zales

Zales The Diamond Store® is a leading brand name in fine jewelry retailing. Zales is operated by Signet Jewelers Limited, the world's largest retailer of diamond jewelry. Signet Jewelers operates approximately 2,800 stores. For additional information on Zales, visit www.Zales.com or follow us on Facebook (http://www.facebook.com/Zales), Twitter® (www.twitter.com/ZalesJewelers) , YouTube (https://www.youtube.com/Zales), Pinterest (www.pinterest.com/ZalesJewelers) and Instagram (www.instagram.com/ZalesJewelers).

About Warner Bros. Themed Entertainment

Warner Bros. Themed Entertainment (WBTE), part of Warner Bros. Discovery Global Brands and Experiences, is a worldwide leader in the creation, development, and licensing of location-based entertainment, live events, exhibits, and theme park experiences based on Warner Bros. Discovery's iconic characters, stories, and brands. WBTE is home to the groundbreaking global locations of The Wizarding World of Harry Potter, Warner Bros. World Abu Dhabi, WB Movie World Australia, and countless other experiences inspired by DC, Looney Tunes, Scooby, Game of Thrones, Friends, and more. With best-in-class partners, WBTE allows fans worldwide to physically immerse themselves inside their favorite brands and franchises.

About Superfly X

Superfly X is the global themed entertainment division of Superfly. Founded in 2020, Superfly X is transforming the way fans interact with their favorite entertainment properties with The FRIENDS™ Experience and The Office Experience. Superfly X is building on its expertise in creating iconic live experiences like Bonnaroo Music & Arts Festival, Outside Lands and Clusterfest as well as for some of the most recognized brands in the world. Superfly is headquartered in New York.

About FRIENDS

Celebrating the 25th anniversary of its debut in 1994, FRIENDS remains one of television's most beloved series. One of the highest-rated shows on television in its original network run, the series remains a perennial go-to in syndication and on streaming services, where it continues to be a smash hit worldwide. A favorite among critics and fans alike throughout its 10-season run, FRIENDS not only won the Emmy® for Outstanding Comedy series, but also garnered Emmy® Awards for series stars Jennifer Aniston and Lisa Kudrow. From Warner Bros. Television, FRIENDS follows the lives and loves of a close-knit group of friends living in New York City: siblings Ross (David Schwimmer) and Monica Geller (Courteney Cox), along with friends Chandler Bing (Matthew Perry), Phoebe Buffay (Lisa Kudrow), Joey Tribbiani (Matt LeBlanc) and Rachel Green (Jennifer Aniston). FRIENDS was created by David Crane and Marta

Kauffman, who executive produced the series with Kevin Bright through Bright/Kauffman/Crane Productions in association with Warner Bros. Television.

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