



NEWS RELEASE

From Icon to Movie Star - MR. PEANUT® Joins the Cast of The Electric State, On Netflix Friday, March 14

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AUSTIN, Minn., March 10, 2025 /PRNewswire/ -- In a captivating new chapter, MR. PEANUT® and the world-famous PLANTERS® NUTmobile are making their movie debut in Netflix's highly anticipated new film, The Electric State.



Directed by AGBOs The Russo Brothers and starring Millie Bobby Brown and Chris Pratt, The Electric State is set in the aftermath of a robot uprising in an alternate version of the '90s and follows an orphaned teenager who ventures across the American West with a cartoon-inspired robot, a smuggler, and his sidekick in search of her younger brother. Along the way, she encounters a robot companion, played by MR. PEANUT® and voiced by Woody

Harrelson. The Electric State is the sixth film out of Netflix and AGBO's successful, ongoing partnership.

"We are eager to see MR. PEANUT® step into this bold new role in The Electric State," said Ashley Krautkramer-Gonya, senior brand manager for the PLANTERS® brand. "As an iconic symbol of American culture for over a century, MR. PEANUT® has always been about bringing joy, fun and a little bit of unexpected charm to every moment. We can't wait for fans to see him in action alongside such a talented cast."

A decades-long standard bearer of the PLANTERS® brand and a pop-culture staple, MR. PEANUT® brings a unique, playful energy to the film while honoring his roots as a classic American icon. Additionally, the beloved PLANTERS® NUTmobile — a 26-foot-long, peanut-shaped vehicle — adds another layer of adventure to the story.

Leading up to the film's release, the makers of the PLANTERS® brand worked closely with Netflix to curate custom exclusive TV spots. They give fans a deeper look at MR. PEANUT® role in The Electric State and how his character comes to life in the action-packed re-imagined '90s. These ads will begin airing on March 10 across multiple channels including Netflix's ad-supported plan.

In the :30 **spot**, the film's robot version of MR. PEANUT® is teased with an origin story that lives within the '90s retro-futuristic universe of The Electric State. Starting with a decisive command, we're guided through assembly — handled by a trio of builder bots — to programming of brand personality and knowledge, to ultimately, the robot's awakening, which features a nod to the current PLANTERS® brand campaign. The soundtrack of "Dreams" by The Cranberries helps anchor the story in the film's '90s timeline while serving as an emotional driving force.

Grab your favorite PLANTERS® snacks and get ready for an unforgettable journey when The Electric State debuts March 14 on Netflix.

About the PLANTERS® Brand

Founded in 1906 in Wilkes-Barre, Pennsylvania, the PLANTERS® brand has been the ultimate snacking solution for consumers for over a century with a vast portfolio of peanuts, snackable nut mixes, seeds, and so much more. No matter what you're craving — salted, unsalted, dry roasted, honey roasted, whole nuts, half nuts, peanuts, mixed nuts — PLANTERS® products have you covered. The PLANTERS® brand, which has been owned by Hormel Foods Corporation (NYSE: HRL) since 2021, is also home to the beloved MR. PEANUT® character, who is currently touring the salty streets of America in his world-famous NUTmobile. Fans of the PLANTERS® brand can request the world's largest peanut on wheels by submitting a request at plantersnutmobile.com. For more information on all PLANTERS® products, visit planters.com.

About Hormel Foods — Inspired People. Inspired Food.™

Hormel Foods Corporation, based in Austin, Minnesota, is a global branded food company with approximately \$12

billion in annual revenue across more than 80 countries worldwide. Its brands include PLANTERS[®], SKIPPY[®], SPAM[®], Hormel[®] Natural Choice[®], Applegate[®], Justin's[®], Wholly[®], Hormel[®] Black Label[®], Columbus[®], Jennie-O[®] and more than 30 other beloved brands. The company is a member of the S&P 500 Index and the S&P 500 Dividend Aristocrats, was named one of the best companies to work for by U.S. News & World Report, one of America's most responsible companies by Newsweek, recognized by TIME magazine as one of the World's Best Companies and has received numerous other awards and accolades for its corporate responsibility and community service efforts. The company lives by its purpose statement — Inspired People. Inspired Food.™ — to bring some of the world's most trusted and iconic brands to tables across the globe. For more information, visit hormelfoods.com.

About The Electric State

The Electric State is a spectacular sci-fi adventure from the directors of Avengers: Endgame set in an alternate, retro-futuristic version of the 1990s. Millie Bobby Brown (Stranger Things, Enola Holmes, Damsel) stars as Michelle, an orphaned teenager navigating life in a society where sentient robots resembling cartoons and mascots, who once served peacefully among humans, now live in exile following a failed uprising. Everything Michelle thinks she knows about the world is upended one night when she's visited by Cosmo, a sweet, mysterious robot who appears to be controlled by Christopher — Michelle's genius younger brother whom she thought was dead. Determined to find the beloved sibling she thought she had lost, Michelle sets out across the American southwest with Cosmo, and soon finds herself reluctantly joining forces with Keats (Chris Pratt, Guardians of the Galaxy, Jurassic World), a low-rent smuggler, and his wisecracking robot sidekick, Herman (voiced by Anthony Mackie). As they venture into the Exclusion Zone, a walled-off corner in the desert where robots now exist on their own, Keats and Michelle find a strange, colorful group of new animatronic allies — and begin to learn that the forces behind Christopher's disappearance are more sinister than they ever expected.

The Electric State is directed by Anthony and Joe Russo and stars Brown, Pratt, Academy Award winner Ke Huy Quan, Jason Alexander, Giancarlo Esposito, Academy Award nominee Stanley Tucci, and Woody Norman. Mackie, Woody Harrelson, Brian Cox, Jenny Slate, and Alan Tudyk lend their talents as the voices of the robots. The film is based on the graphic novel by Simon Stålenhag with a screenplay written by Christopher Markus & Stephen McFeely. The Electric State will be on Netflix March 14, 2025.

About AGBO

Founded in 2017 by Anthony and Joe Russo, AGBO is an independent studio dedicated to shaping the future of storytelling across film, television, and gaming. Known for record-breaking successes, AGBO has delivered 14 global #1 openings and over \$7 billion in box office, including Avengers: Endgame, Marvel's highest-grossing film. Everything Everywhere All at Once won seven Academy Awards, including Best Picture, while The Gray Man and Extraction rank among Netflix's biggest hits. AGBO's Citadel universe has expanded globally, with Citadel: Diana and

Citadel: Honey Bunny becoming top Prime Video originals. The studio recently wrapped The Bluff for Amazon MGM, and Citadel Season 2 is currently in post-production. AGBO is also producing Avengers: Doomsday (2026) and Avengers: Secret Wars (2027) with Marvel, with the Russo Brothers set to direct.

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