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MEDIA RELEASE

PERTH MINT ANNOUNCES COIN SERIES CELEBRATING *THE SIMPSONS*

Berlin, Germany (February 1, 2019) *The Simpsons*, one of the world's most beloved television families, has been immortalised on a unique series of collectable coins issued by the historic Perth Mint under official license by 20th Century Fox Consumer Products.

The Simpsons series consists of eight 1oz coins and a 2oz coin superbly struck from 99.99% pure silver, with each limited edition release depicting an iconic character or motif from the ever-popular primetime television series.

The first three coins in this exclusive offering, which includes a rare investment coin, was unveiled at the prestigious 47th World Money Fair in Berlin, Germany to a global audience of minting organisations, coin distributors, collectors and gift buyers.

The sole bullion coin showcases the word "D'OH!" above Homer Simpson in his iconic catchphrase pose. A half-eaten glazed donut with sprinkles, Homer's favourite treat, replaces the letter O in D'OH.

The Perth Mint's Group Manager Minted Products Neil Vance said that the licensed bullion coin will add a fun twist to an individual's wealth portfolio.

"It is themes and innovations like this which bring new life and conversations to the world of traditional bullion coins and modern investment options," Mr Vance said.

Of the other two inaugural releases, one coin features *The Simpsons*, along with their family pets Santa's Little Helper and Snowball II, in front of their family home in Springfield. The other collectable pays tribute to Homer's favourite donut complete with the centre stamped out for an authentic donut design. Completing the series in the coming months, the remaining coins will feature Marge, Bart, Lisa, Maggie and a Duff Beer can.

Mr Vance said the program was the latest example of The Perth Mint creating new markets for coins and Australian precious metals.

"The humour and relatable characters of *The Simpsons* have made the primetime series a worldwide phenomenon. It is an honour to celebrate this much-loved family with a memorable set and we are thrilled to share the art of coin collecting with new audiences of fans and collectors."



THE PERTH MINT
AUSTRALIA

Collectors may secure *The Simpsons* coin series directly from The Perth Mint at 310 Hay Street in East Perth, by visiting its online store at perthmint.com, telephoning 1800 098 817 (Australia) or +61 8 9421 7218 (international). Collectors may also purchase the commemoratives from leading coin dealers and Australia Post outlets.

Discover more about The Simpsons coin series at thesimpsons.perthmint.com and more about The Perth Mint's many other coin programs at perthmint.com and connect with us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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ABOUT THE SIMPSONS

The longest-running primetime scripted show in television history, **THE SIMPSONS** exploded into a cultural phenomenon in 1990 and has remained one of the most groundbreaking and innovative entertainment franchises, recognizable throughout the world. Currently in production on their 30th season, **THE SIMPSONS** has won 33 Emmy Awards, 34 Annie Awards, a 2017 People's Choice Award, was the first animated series to win a Peabody Award, and was nominated for an Academy Award in 2012 for the theatrical short "The Longest Daycare." *The Simpsons Movie* was a hit feature film, their mega-attraction *The Simpsons Ride* at Universal Studios has received historic expansion updates with the addition of 'Springfield' and the show was honored with a Star on The Hollywood Walk of Fame in 2000. It has been named the "Best Show of the 20th Century" by Time Magazine, called the "Greatest American Sitcom" by Entertainment Weekly in 2013, and declared "The Best TV Show Ever" in 2016 by Vulture.com.

THE SIMPSONS is a Gracie Films Production in association with 20th Century Fox Television. James L. Brooks, Matt Groening, and Al Jean are the Executive Producers. The Gracie Films Worldwide Brand Division develops and produces the licensed content for the series. Visit THE SIMPSONS website at simpsonsworld.com. "Like" the series on Facebook at facebook.com/TheSimpsons, follow Homer Simpson [@HomerJSimpson](#) and [@TheSimpsons](#) on Twitter <http://twitter.com/TheSimpsons>. Join the conversation using #thesimpsons and follow The Simpsons on Instagram [@TheSimpsons](#).