



CPLG Signs Forbidden Planet for Archie Comics, Lionsgate's Hellboy and Square Enix' Life is Strange

London, UK 26th February 2019:

CPLG have signed a number of direct-to-retail agreements with Forbidden Planet, the world's largest and best-known science fiction, fantasy and cult entertainment retailer.

The deals see Forbidden Planet launch collections for Archie Comics, home to some of the world's most popular comics, including the *Riverdale* collection; Lionsgate's upcoming instalment of the classic *Hellboy* franchise; and Square Enix' award-winning episodic adventure video game, *Life is Strange*.

The Archie Comic series have been a staple on Forbidden Planet shelves for many years. Archie Comics is home to some of the most popular comic characters, including Archie Andrews, Betty and Veronica, and Sabrina the Teenage Witch, in addition to the *Riverdale* comic book collection. The inspiration behind recent Netflix series, the comics have been growing in popularity in recent years. Forbidden Planet's first range of products will be based on the *Chilling Adventures of Sabrina* comics series and sees the characters featured on a range of apparel, gifting and accessories, launching into stores in the UK and on the forbidden planet website in April 2019.

Lionsgate's *Hellboy*, starring David Harbour, is based on the acclaimed *Hellboy* comic books and graphic novels created by Mike Mignola. The film will be released in UK and US cinemas on April 12, 2019. To help celebrate this launch, Forbidden Planet, a long-term supporter of the original comics, will expand on their Hellboy product range to include apparel, accessories and gifting items inspired by the latest film. Film product launches in February 2019 with additional product on-shelf through April 2019.

Life is Strange, the narrative adventure game series published by Square Enix, revolutionized the gaming world when it launched in 2015, by allowing the player to rewind time and affect the past, present and future. *Life is Strange 2* debuted an entirely new episodic adventure in 2018, where the tragedy-struck brothers Sean and Daniel Diaz attempt to make it to Mexico, all while keeping Daniel's growing telekinetic powers hidden from the world. Forbidden Planet will bring the characters and stories to life through a range of apparel, accessories and gifting launching from April 2019.

Danielle Brosnan, Brands and Retail Manager, CPLG UK, said: "Forbidden Planet is the perfect home for these properties, bringing the products directly to their fan base across the UK. All three brands have long-standing fans and we are really looking forward to growing the consumer products programmes for them."

Anthony Garnon, Forbidden Planet Licensing & Special Projects Manager, said: "With new movies, games, comics and television shows on the horizon, 2019 really is a fantastic year of growth and expansion for each license. What an amazing opportunity for Forbidden Planet to partner with and to

support these three amazing brands. We've created some great apparel and giftware, available in-store and online over the coming weeks and months.”

For further information, contact:

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About CPLG

CPLG (www.cplg.com) is one of the world’s leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media (www.dhxmedia.com) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach - Expert Common Sense.

About DHX Media

DHX Media Ltd. (TSX: DHX, NASDAQ: DHXM) is a global children’s content and brands company, recognized for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world’s foremost producers of children’s shows, DHX Media owns the world’s largest independent library of children’s content, at 13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children’s channels on YouTube. Headquartered in Canada, DHX Media has offices worldwide. Visit us at www.dhxmedia.com.