



CPLG to represent Chupa Chups and Mentos in UK and Benelux

London, 7th December 2016: Perfetti Van Melle has appointed leading licensing agency CPLG for its brands *Chupa Chups* and *Mentos* in UK and Benelux.

CPLG will be making life a little bit sweeter by introducing a range of lifestyle products featuring the iconic lollipop and mint brands.

Born in 1932 Mentos is number one in the global mint category and sold in 130 countries with a brand awareness of over 90% across Europe.

Chupa Chups made its debut in 1958 and is the biggest selling lollipop worldwide. Famous for its iconic shape and bright eye catching colors it also has a strong connection to the art world with Salvador Dali responsible for designing the logo.

Extensive fashion forward style guides are available alongside a rich archive of retro artwork to work from.

CPLG will be looking to build the licensing programme through apparel, fashion accessories, home and health & beauty targeting a core audience of young adults with a secondary audience of kids.

Libby Grant, Global Business Development Director, Brands at CPLG said *“we are really pleased to be adding two such iconic brands to our portfolio and look forward to working closely with the team at Perfetti Van Melle to expand Mentos and Chups Chups into a range of lifestyle products”*

Christine Cool, Licensing Area Manager at Perfetti Van Melle added *“We are very excited to have CPLG managing the expansion of our activities in these key territories. It feels good to have a partner with such a solid expertise who is also increasingly focusing on brand building.”*

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About Perfetti Van Melle:

Perfetti Van Melle, the third largest confectionary Group in the world, is a privately owned company producing and distributing candies and chewing gum in more than 150 countries worldwide. Several of its brands such as Mentos®, Airheads®, Chupa Chups®, Frisk®, Fruittella®, Alpenliebe®, Golia®, Happydent®, Vivident®, Big Babol® and Smint®, are much-loved throughout the five continents.

In addition, Perfetti Van Melle develops successful sweet and fresh licensing programs, both for **lifestyle** oriented products as in the **food and beverage** aisles, with some of its most popular brands: **Mentos®**, **Chupa Chups®**, **Airheads®** and **Frisk®**.

Mentos® is a global brand currently sold in more than 130 countries. It enjoys a huge international brand awareness: it ranks number one in the global mint category and number three in the combined candy and chewing gum category. Inspired by its unique heritage and fresh characteristics, an art portfolio has been developed to apply to the main licensing categories such as apparel, personal care and accessories, targeted to young adults, across the European market and in the US. The brand's fresh and fruity essence and chewy texture can inspire amazing products in the food and beverage scene.

Chupa Chups®, the iconic lollipop brand with a strong personality and emotional link with its consumers, has developed a lifestyle licensing program worldwide. The brand always finds new ways to transfer its fun essence and colour to an ever expanding universe of lifestyle products and retail experiences. Chupa Chups intense flavor profile is ideal to develop exciting new products in the food aisles.

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, 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 partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

About DHX Media Ltd.

DHX Media Ltd. (www.dhxmedia.com) is a key player internationally in the production, distribution, broadcast and licensing of entertainment content for children and families. Owner of the world's largest independent library of kids' and family content, at more than 11,500 half-hours, DHX Media is recognized globally for such brands as *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*, *In the Night Garden*, *Inspector Gadget*, *Make It Pop*, *Slugterra* and the multiple award-winning *Degrassi* franchise. DHX Media is comprised of four main business units: DHX Studios creates high-quality original entertainment at its Vancouver and Halifax animation studios, its Toronto live-action studio, and in working with top international producers; DHX Distribution is a major provider of content to the global market; DHX

Television, home to the Family suite of channels, is dedicated to delivering best-in-class programming to Canadian families; and DHX Brands specializes in creating, building and managing high-profile global entertainment brands within the children's and young-adult markets. DHX Media also owns the full-service international licensing agency, Copyright Promotions Licensing Group Ltd. (CPLG), which represents numerous entertainment, sport and design brands. DHX Media has offices in 15 cities worldwide, including Toronto, Vancouver, Halifax, Los Angeles, London, Paris, Barcelona, Milan, Munich, Amsterdam and Beijing. The Company is listed on the NASDAQ Global Select Market under the ticker symbol DHXM, and on the Toronto Stock Exchange under the ticker symbols DHX.A and DHX.B.