



CPLG Expands Representation of Sony Pictures Consumer Products in EMEA

London, UK, 12th September 2019: In a new agreement that expands on their current multi-year relationship in Italy and Spain, Sony Pictures Consumer Products has appointed CPLG as its licensing agent for additional EMEA markets: Benelux, France, Germany, Austria, Switzerland, the UK and Middle East.

CPLG will represent Sony Pictures' extensive and diverse theatrical film and TV catalogue, which includes much-loved blockbuster entertainment franchises such as *Ghostbusters* and *Jumanji: Viva*, Sony Pictures Animation's upcoming 2020 holiday release featuring original songs by Lin-Manuel Miranda; hit TV series such as *Breaking Bad* and its spin-off prequel *Better Call Saul*; the romantic sci-fi drama *Outlander*; the #1 hit series on YouTube Premium, *Cobra Kai*; and popular Columbia Pictures back-catalogue classics such as *The Karate Kid* and *Poetic Justice*.

Leveraging its expertise in entertainment brand representation, CPLG will build extensive cross-category licensing programmes across the Sony Pictures portfolio, with immediate focus on the *Ghostbusters* franchise, which has embarked on a year-long celebration to mark its 35th anniversary with new products, events and collaborations and a new movie slated for summer 2020.

Jamie Stevens, EVP Sony Pictures Consumer Products, said: "CPLG's influence and pedigree in representing entertainment properties in these EMEA territories appealed to us when seeking a licensing agent to represent our diverse slate of properties and franchises. We look forward to collaborating with them to develop customized consumer product campaigns on a per territory basis."

Steve Manners, EVP, Business Development at CPLG, said: "We've already created exciting licensing programmes for Sony Pictures in Spain and Italy and we are delighted to now be working with Jamie and her team to expand that footprint. The Sony Pictures portfolio has something for everyone with a slate of highly anticipated films, award-winning TV series and classic movie properties which play into the current 80s and 90s trends. We have already received a huge amount of new interest from licensees and retailers throughout Europe and look forward to bringing products to fans in the coming months."

For further information, please contact:

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About Sony Pictures Consumer Products

Sony Pictures Consumer Products (SPCP) is the licensing and merchandising division of Sony Pictures' Motion Picture Group and Sony Pictures Television for Sony Pictures Entertainment (SPE), which is a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html>.

About CPLG

CPLG (www.cplg.com) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world's best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest licensing network in Latin America. 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.