



HarperCollins Children's Books Appoint CPLG To Represent Classic Judith Kerr Title, *The Tiger Who Came to Tea*

London, UK, 9th September 2019: HarperCollins Children's Books has appointed CPLG as consumer products licensing agent in the UK for the classic, multi-million-selling picture book, *The Tiger Who Came to Tea*, from beloved author and illustrator Judith Kerr.

The move will see CPLG expand HarperCollins' existing licensing programme for *The Tiger Who Came to Tea* into new product categories and additional retail channels.

The Tiger Who Came to Tea celebrated its 50th anniversary in 2018, with events across the UK, including a National Trust exhibition and an afternoon tea promotion at The Savoy, both of which are continuing strongly in 2019 – as are sales from key licensees Aurora World, Paul Lamond Games, Milly & Flynn, Woodmansterne and Star Editions.

The brand's momentum will be driven into 2020 by the much-anticipated animated TV special for *The Tiger Who Came to Tea* from Lupus Films, airing on Channel 4 this Christmas, and featuring the voices of Benedict Cumberbatch, David Oyelowo, David Walliams and Tamsin Greig.

The appointment further builds the relationship between CPLG and HarperCollins, with the agency already representing the publisher's *The World of David Walliams* in merchandising.

John Taylor, Managing Director CPLG UK & France, said: "Now is the perfect time to be a licensee for Tiger, which has had such a huge publishing record for over 50 years. We are very excited to expand the consumer product offering for the brand across apparel, gifting and nursery categories, in keeping with Judith Kerr's adored characters."

John Collins, Commercial Brand and Licensing Development Director at Harper Collins Children's, said: "We are delighted to be bringing CPLG's expertise to bear on this incredible and enduring brand. Working with our current licensees, and bringing new partners into the licensing programmes, CPLG will help reinforce the status of Tiger as a heritage evergreen title, ensuring more children than ever find new ways to enjoy Judith Kerr's beloved tea-time guest."

For further information, please contact:

Victoria Whellans, Senior Business Development Manager, Brands

CPLG

+44 (0)208 563 6400

victoria.whellans@cplg.com

NOTES TO EDITORS:

HarperCollins Children's Books, unprecedented three times winner of Children's Publisher of the Year (2014, 2015, 2016), is one of the leading publishers of children's books, recognised for nurturing new talent as well as boasting a reputable list of established bestselling authors. Respected worldwide for its tradition of publishing quality, award-winning books for young readers, HarperCollins is home to many children's classics, including *The Chronicles of Narnia*, *Hello Kitty*, the *Paddington* stories, *The Cat in the Hat* and *The Tiger Who Came to Tea*, and to some of the biggest names in children's literature past and present, including David Walliams, Judith Kerr, David Baddiel, Lauren Child, Oliver Jeffers and Michael Morpurgo.

About HARPERCOLLINS

HarperCollins Publishers is the second-largest consumer book publisher in the world, with operations in seventeen countries. With 200 years of history and more than 120 branded imprints around the world, HarperCollins publishes approximately 10,000 new books every year in sixteen languages, and has a print and digital catalog of more than 200,000 titles. Writing across dozens of genres, HarperCollins authors include winners of the Nobel Prize, the Pulitzer Prize, the National Book Award, the Newbery and Caldecott Medals and the Man Booker Prize. HarperCollins, headquartered in New York, is a subsidiary of News Corp (Nasdaq: NWS, NWSA; ASX: NWS, NWSLV) and can be visited online at corporate.HC.com.

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.