



Rich Consumer Products Line to Launch in Europe with STX Entertainment's UglyDolls Movie!

London, 30th January 2019: Global agent White Space Entertainment (WSE) and sub-agent CPLG have brokered an assortment of licensed merchandise deals in Europe for the highly anticipated animated film franchise *UglyDolls*, from Robert Simonds' global next-generation media company, STX Entertainment.

New licensees signed to the franchise in the UK include Centum Publishing for book formats including movie novelization and chapter books; Signature Publishing creating a one-shot magazine; Spearmark International for lunch ware and lighting; Danilo developing a range of greeting cards and calendars; and Kokomo for a range of health and beauty products. Whitehouse Leisure will develop a range of amusement plush and novelty products, C&M Licensing will develop a range of nightwear and underwear, and Roy Lowe are on board for socks, with further apparel deals in the final stages of negotiation. Rainbow Productions will also be producing the costume characters and managing UK live appearances.

Character World and BIP have signed multi-territory deals for bedding & home textiles, and confectionery respectively. Sambro International is also on board for stationery, arts and crafts, and bags for UK and Benelux.

In Benelux, Van der Erve will produce a range of apparel and accessories. Texco will develop curtains and roller blinds. Jacob Company is on board for back-to-school products and Ben Veldkamp will manage costume character appearances in the region.

In Iberia, Airval will develop a health and beauty range, Stor are signed for lunch ware, and Tasty & Unique are on board for cookies, confectionery, milk and healthy snacks. Karactermania and KStationery will develop a back-to-school stationery and bags range for Spain and Portugal respectively. Penguin Random House will create a movie book and story books for Spain.

In other markets, NICI will develop a range of stationery and gift products for Germany and France, Stamatis are on board for apparel, accessories and tableware for Greece, and Giovas will create a back-to-school and stationery range for Greece & Malta.

"We have received an amazing response to UglyDolls from both licensees and retailers across Europe," said Steve Manners, EVP of CPLG. "We are working with best-in-class licensees who are developing some exciting product ranges that will bring the UglyDolls characters and the brand message to life."

Created as a plush toy line by David Horvath and Sun-Min Kim, the UglyDoll brand quickly



gained a cult following around the world and was named Toy of the Year by the Toy Industry Association in 2006. Beloved by children, teenagers and adults alike, UglyDoll characters are distinct for their endearing “ugliness” in a wonderful “uglyverse” where differences are celebrated and embraced.

“CPLG’s partnership and expertise in crafting the UglyDolls merchandise program in Europe is unmatched,” said Amy Taylor, EVP of White Space Entertainment. “We could not be prouder of the wonderful licensees that have signed on to the brand, and can’t wait to share their wonderful products with the world.”

STX Entertainment’s motion picture division STXfilms will release *UglyDolls* in theatres on May 3, 2019. An animated series is also underway with a 26-episode series order from premium streaming service Hulu, and Hasbro joined early on as global master toy licensee.

For more information, please contact:

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About STX Entertainment

STX Entertainment is a global, next-generation media company whose mission is to unlock the value of the direct connection stars have with their fans through the development, financing, production, marketing and distribution of film, television, VR, digital video, music and live entertainment content. It is the industry leader in transforming beyond traditional platform-driven content to creating talent-driven enterprises.

The company is led by accomplished businessman Robert Simonds and was co-founded by Bill McGlashan, managing partner of the leading global private investment firm TPG. Other investors include Hony Capital, a leading private equity firm in China; PCCW, Southeast Asia’s largest Internet and cable services provider; Tencent Holdings, China’s leading provider of online products and services; Liberty Global, the world’s largest distribution platform; Dominic Ng, Chairman of East West Bank; New Enterprise Associates (NEA); DNS Capital (representing the business interests of Gigi Pritzker and her immediate family); and Beau Wrigley, former Chairman and CEO of the Wm. Wrigley Jr. Company, among others. With these strategic relationships, the company is uniquely positioned to maximize the impact of content worldwide, with direct passage into the China market.

For more information, please visit <http://www.stxentertainment.com>.

About White Space Entertainment

White Space Entertainment is a full-service branding, licensing, alliances and digital gaming agency focusing on developing IP globally. WSE is the Global Agency for UglyDolls. Select IP include Dr. Seuss,



STX, Benji, Blumhouse, Fandor and Peanuts. White Space was founded in 2015 by Stephanie Sperber and is based in Beverly Hills California.

For more information, please visit <http://www.whitespaceentertainment.com>.

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

For the UglyDolls Brand, CPLG represents UK, Benelux, France, Germany, Italy, Spain and Portugal. For all other enquiries please contact Whitespace Entertainment at Lisa@whitespaceent.com