



EXCLUSIVE APPAREL & ACCESSORY COLLECTION INSPIRED BY AWARD-WINNING VIDEO GAME FRANCHISE LIFE IS STRANGE™ LAUNCHES AT HOT TOPIC

London, UK, 8th May 2019: US specialty retailer HOT TOPIC launches an all-new merchandise collection inspired by the world, imagery and characters of the award-winning and critically acclaimed video game series, *Life is Strange*™. The deal was brokered by CPLG on behalf of video game publisher Square Enix.

Hot Topic, the go-to mall destination for music and pop culture merchandise, will carry an exclusive collection of *Life is Strange* tees and accessories in select stores and online at www.hottopic.com/lifeisstrange.

The collection is geared for every fan of the *Life is Strange* franchise and includes t-shirts, blankets, jewellery, hosiery, drinkware and novelties based on the games *Life is Strange*, *Life is Strange: Before the Storm* and the recently released *Life is Strange 2* (Episodes 1-3). The launch coincides with the digital debut of *Life is Strange 2: Episode 3 'Wastelands'*.

Fans of the franchise can now wear “Jane Doe” and “Hawt Dawg” t-shirts inspired by characters Max Caulfield and Chloe Price, and from *Life is Strange 2*, “Wolf Squad” and “Space Mission” t-shirts as worn by brothers Sean and Daniel Diaz, as well as t-shirts from some of the key in-game locations and events.

The jewellery line takes inspiration from the styles of both Max and Chloe with quotes, memorable moments and striking imagery from within the game.

A key thread throughout the entire collection is the incorporation of the first game’s butterfly effect imagery, along with references to the time-travelling powers, decisions and lasting consequences surrounding the characters of Arcadia Bay, where the first game is set.

To celebrate the launch of the collection, Hot Topic’s Twitter followers will be able to enter for the chance to win a free *Life is Strange* digital comic book from Titan Comics.

Life is Strange is an episodic graphic adventure video game series developed by Dontnod Entertainment and published by Square Enix for PC, PlayStation 4, Xbox One, Mac, and mobile. The franchise follows everyday, relatable characters facing universal issues laced with strange twists – and incredible powers.

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About Hot Topic

Hot Topic, headquartered in City of Industry, CA, was the first retailer to make alternative apparel and accessories available at malls across the country. Today, Hot Topic is the fandom haven for guys and girls obsessed with music and all things pop culture. Founded in 1989, Hot Topic operates 675 stores in the U.S., Canada and Puerto Rico and an online store at hottopic.com. For more information, visit hottopic.com and follow @hottopic on Facebook, Twitter, Instagram and Snapchat.

About Life is Strange

The popular and celebrated video game, LIFE IS STRANGE(TM), is available on PC, Mac, Linux, PlayStation, XBOX and iOS. Achieving undeniable success, LIFE IS STRANGE(TM) has sold over 3 million units to date across all formats.

About Square Enix Ltd.

Square Enix Ltd. develops, publishes, distributes and licenses SQUARE ENIX®, EIDOS® and TAITO® branded entertainment content in Europe and other PAL territories as part of the Square Enix group of companies. Square Enix Ltd. also has a global network of leading development studios such as Crystal Dynamics® and Eidos Montréal®. The Square Enix group of companies boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 144 million units worldwide; DRAGON QUEST®, which has sold over 78 million units worldwide; TOMB RAIDER®, which has sold over 74 million units worldwide; and the legendary SPACE INVADERS®. Square Enix Ltd. is a London-based, wholly owned subsidiary of Square Enix Holdings Co., Ltd.

More information on Square Enix Ltd. can be found at <https://square-enix-games.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.