



Peanuts Worldwide Names CPLG Agent in France and UK

October 26, 2017 (New York, NY) – Peanuts Worldwide today announced that CPLG has been appointed the licensing agent for Snoopy, Charlie Brown and the rest of the Peanuts gang in France and the United Kingdom, effective January 1, 2018, and in the Middle East, effective immediately. CPLG will oversee the Peanuts licensing presence in the market across a wide spectrum of product categories such as apparel, toy, food & beverage, and publishing. Both Peanuts Worldwide and CPLG are subsidiaries of DHX Media.

Charles Schulz first introduced the world to the Peanuts characters in 1950, when the Peanuts comic strip debuted in seven newspapers. In the nearly seven decades since, Peanuts has become a global phenomenon with a robust licensing program around the world. Earlier this year, the brand found a new home at DHX Media, which now owns 80% of the Peanuts Worldwide business, with the family of Charles Schulz retaining the remaining 20%.

“It makes great strategic sense to join forces with our sister company, CPLG,” said Roz Nowicki, Executive Vice President, Peanuts Worldwide. “France and the UK are key markets for the brand, and we know that CPLG will help us to extend the love of Snoopy, Charlie Brown and the rest of the Peanuts gang with the next generation of fans.”

“Peanuts is a unique property and we are thrilled to be taking over the licensing in France and the UK,” said Peter Byrne, CEO of CPLG. “We are working closely with Peanuts Worldwide and Charles M. Schulz Creative Associates to strategically expand the presence of Peanuts in these markets, as well as continuing to develop Iberia and Middle East.”

About Peanuts Worldwide:

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide, a subsidiary controlled by DHX Media and the family of Charles M. Schulz.

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.



About DHX Media

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally 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 20 offices worldwide. Visit us at www.dhxmedia.com.

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