



CPLG Appointed Peanuts Agent in Greece and Turkey

2nd May 2018 – Peanuts Worldwide today announced that CPLG has been appointed the licensing agent for Snoopy, Charlie Brown and the rest of the Peanuts gang in Greece and Turkey, effective January 1, 2018 and April 1, 2018, respectively. The newly signed territories expand on CPLG’s existing representation of the Peanuts brand in the UK, France, Spain, Portugal and the Middle East.

CPLG will oversee Peanuts’ licensing presence in these territories across a range of consumer products, including apparel, toys, food & beverage and publishing. Both CPLG and Peanuts Worldwide are subsidiaries of DHX Media.

Steve Manners, EVP of CPLG, stated: “We have had a fantastic reaction from licensees and retailers since taking on the brand in the UK and France at the start of the year, and we are delighted to be adding further territories to our Peanuts representation. Greece and Turkey are currently two markets with significant growth potential for Peanuts, and we are working closely with Peanuts Worldwide and Charles M. Schulz Creative to expand the brand into these new territories.”

Tara Botwick, Senior Director, International Territory Management for EMEA, Peanuts Worldwide, added: “As Peanuts continues to expand its global presence, it makes strategic sense to work in tandem with our sibling company, CPLG. There is a great opportunity for growth in Greece and Turkey and we are confident in CPLG’s ability to maximize these markets.”

CPLG has a long history with Peanuts, having represented the brand for over 18 years in Spain and Portugal. The company has built a strong licensing programme across global fashion DTRs, apparel, accessories, homewares and publishing. Since assuming representation of Peanuts in the UK and France in January 2018, CPLG has seen huge excitement from new licensees and retailers alike. The company expects to announce a number of new licensees in the coming weeks to expand the brand further into homewares, gifting and FMCG categories.

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. Last 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%.



For more information, please contact:

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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.