



CPLG signs Posh Paws for Sunny Bunnies plush across EMEA

London, UK, 29th March 2019: CLPG have signed Posh Paws to develop plush for children's CGI-animated comedy *Sunny Bunnies* across EMEA (excluding France).

Posh Paws will be developing a range of feature and standard plush toys, infant plush and cushions featuring the loveable Sunny Bunnies characters Turbo, Big Boo, Iris, Shiny and Hopper. The deal covers all territories in Europe and the Middle East (excluding France).

Produced by Belarus-based Digital Light Studio, *Sunny Bunnies* is a pre-school, non-dialogue CGI-animated comedy aimed at kids aged 3-6 years old. *Sunny Bunnies*, now in its fourth season, features five fluffy balls of light that can appear anywhere there is a light source, bringing fun, happiness and mischief everywhere they go.

Laura Bull, Marketing Manager at Posh Paws, commented: "We are thrilled to be the plush partner for Sunny Bunnies across EMEA. We immediately fell in love with the cute, crazy characters and knew they would lend themselves perfectly to a premium plush collection and much more. With our extensive retailer distribution, we can't wait to see the Sunny Bunnies bouncing off shop shelves!"

Gavin Metcalfe, Brand Licensing Director at Media IM, added: "It's great to be partnering with Posh Paws who share our genuine love and enthusiasm for the Sunny Bunnies. They have a great reputation for creating excellent products which is borne out by their fantastic portfolio of brands. Additionally, their European distribution partners are some of the strongest players in the market with retail relationships to match."

Other Sunny Bunnies licensees already on board in Europe include Sky Brands for bedding and apparel in Germany, Austria, Switzerland and the Nordic countries, launching for SS19; and FARO for bedding/textiles in Central and Eastern Europe. Sunny Bunnies also features in all *Fun to Learn Favourites* magazines, plus *Fun to Learn Friends* and *Sparkle World* in the UK as part of a new compilation deal with Redan Publishing. Additionally, Whitehouse Leisure are developing amusement plush throughout EMEA.

In the UK, the *Sunny Bunnies* TV series was picked up by Channel 5's free-to-air platform Milkshake!, where the series launched in January 2019; it is now also available on the channel's My5 on-demand service, as well as the Milkshake! website and magazine. *Sunny Bunnies* is also available [in the UK] on Sky Kids, Disney Junior and Amazon Prime.

Globally, the series is now broadcast in more than 160 territories, having been picked up by Disney Channel in the US; Disney Junior in the US and EMEA; Discovery Kids India; TF1 digital in France; Canal Panda in Portugal; Gloobinho in Brazil; DHX Television in Canada; 9 Go! Australia; Mango TV in China; Viaplay VOD service in Nordics; and HBO SVOD in Spain and Portugal.

Sunny Bunnies also has its own YouTube Channel, managed by DHX Media's WildBrain, which launched in April 2016. Since then, the official channel has reached more than 500m views and over 775k subscribers and there have been over 832m views across all Sunny Bunnies YouTube channels. The official Sunny Bunnies channel ranks within the top 10% of best-performing kids YouTube



channels globally. Sunny Bunnies also launched its own Facebook page in September 2017 reaching 19k followers to date, with Instagram also recently launched.

Award winning game developers 9th Impact have also created a new mobile game called “Magic Pop” which launched globally in November 2018. To date, the game has received over 20k downloads and has a 4.8 out of 5-star rating on Google and iTunes.

For further information, please contact:

Victoria Whellans, Senior Business Development Manager, Brands, CPLG
+44 (0)208 563 6400
victoria.whellans@cplg.com

About Media I.M.

Media I.M. Incorporated Ltd, launched in April 2014 by former Viacom International Media Networks executives Maria Ufland and Irina Nazarenko, is an international content distribution company specialising in the sale of premium family entertainment and animation to both linear and non-linear platforms. The London-based operation has forged exclusive distribution agreements with several of Europe and Russia’s top animation producers, including Bionaut Films, Studio Atria, Da Animation Studio, Studio Nebo and Digital Light Studio.

Media I.M. is active in pre-sales and identifying co-production and product licensing partners for its animation brands, which include Sunny Bunnies, Robodz, The Bubbles, Rosa and Dara and Their Great Adventures, and Flying Animals. The company’s boutique approach gives it the flexibility to develop 360-degree opportunities around each property to deliver maximum value to both producers and licensees.

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.