



CPLG to represent Carte Blanche Group in Benelux, Nordics & CEE

London, UK, 26th July 2019: Carte Blanche Group has appointed CPLG as its licensing agent for Belgium, the Netherlands and Luxemburg (Benelux), the Nordics and Central Eastern Europe (CEE) for its portfolio of award-winning brands including the Me to You properties: Tatty Teddy, Tiny Tatty Teddy and My Dinky Bear.

Carte Blanche, one of the leading UK greeting card and gift companies, are creators of award-winning brands including Tatty Teddy, My Dinky Bear, Tiny Tatty Teddy and Hotchpotch.

Carte Blanche develop cards, plush and gifts alongside a well-established international licensing and distribution programme, with over 130 licensees worldwide and listings in major retailers throughout key markets internationally. Me to You brand values are all about making people feel good through positive connection and sentiment. Me to You is a trusted brand, bringing people together across a wide demographic and geographic reach. Recently, Carte Blanche have been shortlisted for 'The Classic Licensed Property Award' at the 2019 UK Licensing Awards, which is a testament to the strength and eternal affection for the brand.

CEE has already seen great success with a growing apparel range led by Tiny Tatty Teddy at Smyk, the leading Polish retailer of children's apparel, toys and accessories. In Benelux there is an established presence with cards, plush and stationery, providing a great retail platform and strong consumer awareness in the region. CPLG will work with best-in-class licensees across categories to expand Carte Blanche's licensing programme and broaden its retail footprint throughout Benelux, the Nordics and CEE.

Maarten Weck, EVP & MD of CPLG, said: "The properties in Carte Blanche's brand portfolio have classic and enduring cute appeal which attracts consumers of all ages. These proven strengths and the extensive artwork of the brands make them ideal properties with which to develop robust licensing programmes. We're delighted to be working with the Carte Blanche team to grow their business and brands in Benelux, Nordics and CEE."

Duncan Hamilton, Head of Licensing at Carte Blanche, said: "We are proud to be entering into a long-term agreement with CPLG, building a powerful retail programme across categories within Benelux, Nordics and CEE. CPLG are the perfect agency to deliver and execute an exciting licensing strategy, ensuring our beloved brands have maximum exposure at retail and beyond."

For further information, please contact:

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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.