

CPLG brokers multiple new UK deals for Snoopy

London, 4th February 2019: CPLG have brokered a number of new deals for Snoopy and the Peanuts gang in the UK, across a range of consumer products categories, as Peanuts gears up to celebrate its 70th anniversary in 2020.

“We have some of the best-in-class licensees on board bringing fantastic Snoopy products to market in the UK,” said John Taylor, Managing Director UK at CPLG. “With further deals in the pipeline across ceramics and publishing, and with new fashion collaborations launching later this year, the UK licensing programme is set to reach new heights as Peanuts turns 70 next year.”

In apparel, Fashion UK were recently signed for kids’ daywear, with their first range launching into retail this Summer. Kokomo are signed for health and beauty products, to include bath and body care, oral healthcare and accessories, launching for Autumn/Winter 2019.

Blueprint have expanded their stationery offering with the addition of gifting items. Hype have come on board for greeting cards, launching their first mini-cards range recently at Top Drawer, the UK trade show for the home, gift and fashion industry. Ecell Global are signed for phone cases, and Portico for calendars.

In the food category, Asvina have launched Roasted Peanut Cookies and Peanut Butter featuring the loveable Snoopy, Woodstock and Charlie Brown on packaging.

These new deals join a host of existing licensees already in place for a number of categories, including nightwear (Somerbond, Aykroyds & TDP), hosiery (Misirli), adult apparel (Brand Alliance), babywear (Paul Dennicci), footwear (Brand International Group), accessories (William Lamb), and plush (Aurora).

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About Peanuts

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang have made an indelible mark on popular culture. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain network on YouTube worldwide. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are 41% owned by DHX Media

(TSX: DHX, NASDAQ: DHXM), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by 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 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.