



CPLG to represent Farah Merhi's Inspire Me! Home Décor in North America

7th November 2016: CPLG North America today announced that it has signed an exclusive representation agreement with Evolution Management + Marketing to represent Farah Merhi, owner of Inspire Me! Home Décor. This is in addition to the previously announced list of Evolution clients CPLG represents.

"The opportunity to work with Farah and her Inspire Me! Home Décor brand is incredibly exciting," said Ted Larkins, SVP/General Manager of CPLG North America. "Farah is a leader in this category, having the largest (3.5 million) Instagram following in the home décor space. We're excited to bring her incredible sense of design and knowledge to her fans by introducing new lines of product, starting with categories such as candles, pillows and throws. We'll also be introducing Inspire Me! Home Décor to various retail partners through promotion and direct to retail programs."

"We are excited to work with CPLG North America on Farah's launch into the retail and consumer markets. Bringing together their partnership reach with Farah's expertise in this area is a fantastic mix." said Brian Samuels, Partner at Evolution. "Both Farah and CPLG are dynamic in their approach to building their brands and together they will create powerful programs for the home décor market."

They plan to have product introduced into the market in mid-2017.

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, 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 Ltd.

DHX Media Ltd. (www.dhxmedia.com) is a key player internationally in the production, distribution, broadcast and licensing of entertainment content for children and families. Owner of the world's largest independent library of kids' and family content, at more than 11,500 half-hours, DHX Media is recognized globally for such brands as *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*, *In the Night Garden*, *Inspector Gadget*, *Make It Pop*, *Slugterra* and the multiple award-winning *Degrassi* franchise. DHX Media is comprised of four main business units: DHX Studios creates high-quality original entertainment at its Vancouver and Halifax animation studios, its Toronto live-action studio, and in working with top

international producers; DHX Distribution is a major provider of content to the global market; DHX Television, home to the Family suite of channels, is dedicated to delivering best-in-class programming to Canadian families; and DHX Brands specializes in creating, building and managing high-profile global entertainment brands within the children's and young-adult markets. DHX Media also owns the full-service international licensing agency, Copyright Promotions Licensing Group Ltd. (CPLG), which represents numerous entertainment, sport and design brands. DHX Media has offices in 15 cities worldwide, including Toronto, Vancouver, Halifax, Los Angeles, London, Paris, Barcelona, Milan, Munich, Amsterdam and Beijing. The Company is listed on the NASDAQ Global Select Market under the ticker symbol DHXM, and on the Toronto Stock Exchange under the ticker symbols DHX.A and DHX.B.

About Evolution Management:

Evolution (<http://www.emmllc.com/>) is a full-service management and marketing company dedicated to providing extraordinary service in the representation of action sport athletes, team sport athletes/legends, and home improvement/lifestyle on-air hosts/experts. Evolution brings its years of experience of working with some of the biggest personalities, companies, brands, and networks across the globe as well as its philosophies of long-term partnerships, strategic branding/marketing integration, and innovative programs to achieve its clients' goals. Our expertise lies in areas of: talent representation, athlete/celebrity marketing and branding, and television/digital media program development, casting, and production.

Contact:

CPLG:

Ted Larkins

tlarkins@cplg.com

+1-818-261-8262