



## **CPLG MENA APPOINTS NEESHA LAW AS COMMERCIAL MANAGER**

**London 28<sup>th</sup> June 2017:** CPLG has announced today the appointment of **Neesha Law** as Commercial Manager CPLG MENA responsible for all of the company's commercial activities in the region. She will report to Pau Pascual, Managing Director Iberia and MENA.

Neesha will be based out of CPLG's Dubai office and is no stranger to the licensing world having been a leading licensee for the last decade representing many top brands including Disney, Marvel and Mattel.

Her appointment comes as CPLG MENA's growth is cemented by recently being appointed as the agent for Spin Master's Hatchimals and Perfetti Van Melle's Chupa Chups. Further representation will be announced over the next month.

Pau Pascual, Managing Director Iberia and MENA at CPLG, said: "We are thrilled to have Neesha on board. Neesha has shown huge enthusiasm for our property portfolio since joining the team. She has proven experience in licensing, as well as an intuitive ability to understand the different needs of our stakeholders. Neesha is hard working, proactive and dynamic, echoing the ethos of the company. I've no doubt she'll do a fantastic job leading CPLG in the region."

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### **For more information, contact:**

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### **About CPLG**

CPLG ([www.cplg.com](http://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](http://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 *Teletubbies*, *Yo Gabba Gabba!*,

*Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. The Company is a leading producer of children's shows and owns the world's largest independent library of children's content, at more than 12,500 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its robust 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 17 offices worldwide. On May 10, 2017, DHX Media announced it had signed definitive agreements to acquire 80% of the famed Peanuts brand and 100% of the Strawberry Shortcake brand, which transactions are expected to close on or around June 30, 2017. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).