



CPLG to represent UglyDolls in Europe

11th April 2018: CPLG has been appointed licensing agent for EMEA (excluding CEE and Nordics) for the UglyDolls franchise.

Beloved by children, teenagers and adults alike, UglyDoll characters are distinct for their endearing “ugliness” in a wonderful “Uglyverse” where differences are embraced and cherished. CPLG will develop an UglyDolls licensing programme across a broad spectrum of categories, with an initial focus on apparel, accessories and gifting, targeting young adults and kids.

Represented by master agent White Space Entertainment, on behalf of global media company STX Entertainment, UglyDolls started out as a doodle on a long distance letter between creators David Horvath and Sun-Min Kim. It was developed into a single handmade plush character and later evolved into a plush toy line sold in specialty stores back in 2001. The brand quickly gained a dedicated following around the world and in 2006, was named Toy of the Year by the toy Industry Association. UglyDolls will hit the big screen in 2019 with their own feature length animated movie released via STX Films.

The UglyDolls franchise is gaining momentum, with Hasbro recently named master global toy licensee and world-renowned recording artist Pitbull having recently signed on to the voice cast for the upcoming feature film. Additional projects are in the works, including a television series and digital content.

Stephanie Sperber, CEO, White Space Entertainment, said: “I’ve worked with CPLG in the past to build comprehensive consumer products programmes, and when it came down to choosing a licensing agent in Europe, they were my first call. I look forward to working with CPLG to build UglyDolls into a massive franchise.”

Steve Manners, EVP of CPLG, said: “We are delighted to be working with Stephanie, her team and STX Entertainment on UglyDolls. We love the history and message of the brand, which is so relevant today. The movie will elevate the franchise to a new level, and we anticipate announcing market-leading licensees across Europe very soon.”

For further information, contact:

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About White Space Entertainment

White Space Entertainment is a full-service branding, licensing, alliances and digital gaming agency focusing on developing IP globally. Select IP include Dr. Seuss, STX, Benji, Blumhouse, Uglydolls, Fandor and Peanuts. White Space was founded in 2015 by Stephanie Sperber and is based in Beverly Hills California.

For more information, please visit <http://www.whitespaceentertainment.com>.

About STX Entertainment

STX Entertainment is a global, next-generation media company whose mission is to unlock the value of the direct connection stars have with their fans through the development, financing, production, marketing and distribution of film, television, VR, digital video, music and live entertainment content. It is the industry leader in transforming beyond traditional platform-driven content to creating talent-driven enterprises.

The company is led by accomplished businessman Robert Simonds and was co-founded by Bill McGlashan, managing partner of the leading global private investment firm TPG. Other investors include Hony Capital, a leading private equity firm in China; PCCW, Southeast Asia's largest Internet and cable services provider; Tencent Holdings, China's leading provider of online products and services; Liberty Global, the world's largest distribution platform; Dominic Ng, Chairman of East West Bank; DNS Capital (representing the business interests of Gigi Pritzker and her immediate family); and Beau Wrigley, former Chairman and CEO of the Wm. Wrigley Jr. Company, among others. With these strategic relationships, the company is uniquely positioned to maximize the impact of content worldwide, with direct passage into the China market.

For more information, please visit <http://www.stxentertainment.com>.

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 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 *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 20 offices worldwide. Visit us at www.dhxmedia.com.