



## **CPLG to represent NOW That's What I Call Music**

**2<sup>nd</sup> October 2017** CPLG has been appointed the European licensing agent for NOW That's What I Call Music, the biggest selling compilation brand in the world.

CPLG will develop a licensing programme for the iconic music brand across a number of product categories including apparel, accessories and publishing, with the first range of products expected to launch later this year.

The first NOW album launched in 1983 and since then, each release has continued to be the go-to compilation album to hear the most popular and current hits of the time. The year 2018 will be significant for the brand as it marks its 35<sup>th</sup> anniversary and gears up for the launch of its 100<sup>th</sup> album release, with much excitement and hype from fans.

The brand is not only known for showcasing the biggest chart hits of the season, but also its iconic album covers which will be made available to licensees to develop product. With the anniversary on the horizon and a move into licensing, the next year is set to be a very exciting time for the brand, and there has already been keen interest from retail following the current fashion trend for music brands.

Maarten Weck, Managing Director, CPLG Northern Europe, said: "It's with great pleasure that we enter into this relationship. NOW has great heritage and is an iconic music brand across a very broad target group. We look forward to working together with NOW MUSIC to produce a broader consumer product offering and expand the brand awareness."

Steve Pritchard, Co-Managing Director NOW Music, added: "NOW MUSIC are excited to have representation in this area of branded merchandise. With the current level of interest in the brand, nostalgia for different musical eras ('Nowstalgia'!) and the 100th edition of NOW due next Summer, we are hopeful that this deal can deliver good business for us all."

### **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, 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 Ltd.**

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](http://www.dhxmedia.com).