



CPLG Secures Apparel and Accessories Partners for Parental Advisory

London, 15th March 2017: Following the announcement that CPLG are representing the Parental Advisory brand, the first wave of market leading licensees have been signed and will begin launching product: Trademark, Misirli and Brand Clothing International.

Branded Clothing International will create a line of nightwear and kids wear utilizing the iconic logo. Trademark are producing a range of apparel including tops, sweatshirts, hoodies, joggers, leggings, dresses and bags, and Misirli will create a range of socks and hosiery.

All three partners will be launching in Spring/Summer 2017. The latest designs have already gained significant take up at retail. Having being sported by major celebrities including Beyoncé, Rihanna and Kylie Jenner, the Parental Advisory logo is sure to be unmissable in 2017.

The diverse and flexible style guide has allowed licensees to be creative and produce trend relevant designs.

Maarten Weck, Managing Director CPLG Northern Europe, says: 'We are delighted to secure these leading licensees for this iconic brand. The initial retail reaction has been very positive. Parental Advisory is a highly recognisable and outspoken brand which appeals to the current market appetite. We will be announcing further partners very shortly.'

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About Parental Advisory

Parental Advisory is a warning label used to alert parents of potentially unsuitable material for younger children in relation to audio recordings. The label covers some of the biggest albums in the world and is hugely recognisable across the world.

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 the world's leading independent, pure-play children's content company. Owner of the world's largest independent library of children's content, at more than 12,500 half-hours, the Company 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. As a content producer and owner of intellectual property, DHX Media delivers shows that children love, licensing its content to major broadcasters and streaming services worldwide. Through its subsidiary, WildBrain, DHX Media also operates one of the largest networks of children's content on YouTube. The company's robust consumer products program generates royalties from merchandise based on its much-loved children's brands. Headquartered in Canada, DHX Media has offices in 15 cities globally, and is listed on the Toronto Stock Exchange (DHX.A and DHX.B) and the NASDAQ Global Select Market (DHXM).