



SNOOPY APPAREL & ACCESSORIES COLLECTION AVAILABLE AT MOTHERCARE

London 3 September 2018

A 25-piece Snoopy apparel and accessories collection is now available at Mothercare stores across the UK.

The range includes baby apparel from Paul Dennicci, children's nightwear from Aykroyds, accessories including socks from Misirli, shoes, bags and umbrellas from William Lamb and plush from Aurora.

The range features the classic characters Snoopy and Woodstock and has been designed using a style guide created specifically for the infant category. Mothercare have supported the launch with window displays in key stores and posts across their social media channels.

Tania Bines, Sales & Merchandise Director at Paul Dennicci, said: "We've loved designing this new Snoopy range for Mothercare. The collection was inspired by the monochrome trend with pops of mustard and navy coming through; this stylish yet durable vibe is at the heart of everything we design."

Tania continued: "Each piece has an element of fun with padded and textured characters. We endeavor to make each garment perfect, from the fabric choices right up to the finishing touches. Soft fabrics, sueded jerseys and brushed fleeces construct a comfortable and durable garment, yet the branded poppers and printed back necks add a premium look and feel to the collection. Adding to the premium feel, each swing ticket was designed to be exclusive and eye-catching for the customer."

John Taylor, Commercial Director UK at CPLG, added, "We are seeing huge traction on the Peanuts brand and we're so excited to see this range launch. Licensees have worked hard to get a consistent look across the range, which really shows in the final results and creates a strong impact in store."

"Expanding the Peanuts presence in the baby and toddler demographic is an important part of our commercial strategy, and working with a beloved UK retailer such as Mothercare is a significant component of that strategy," said Tara Botwick, Senior Director, International Territory Management (EMEA) for Peanuts Worldwide. "The care that was put into the design of this program captures the sweetness of Snoopy and Woodstock that parents love."

For more information, contact:

John Taylor

John.taylor@cplg.com

02085636400

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 Peanuts

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang have made an indelible mark on popular culture. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain network on YouTube worldwide. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are majority owned by DHX Media (TSX: DHX, NASDAQ: DHXM), through its subsidiaries Peanuts Worldwide, a partnership with the family of Charles M. Schulz, and Peanuts Holdings, a partnership with Sony Music Entertainment (Japan) Inc.

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