



Pink Panther Wafer Strikes Again!

London, 11th April 2017: The legendary Pink Panther wafer is set to return with brand new packaging, an improved recipe and even more scrumptious filling to enjoy! New character Licensee Asvina (UK) Ltd. is set to build on the enduring popularity and heritage of the Pink Panther character and the public's devotion for the wafer which has seen it reach over 6 million pack sales annually.

The Pink Panther classic wafers have a new home. Asvina will re-establish the Pink Panther wafer as a family favourite, with the beloved wafer back in full production in June 2017. The transition to Asvina will result in a new refreshed and contemporary packaging design and an improved recipe with more vanilla-cream filling, promising the same great taste with even more to offer. Asvina's Founder/Director Prasheel Kunwardia explains: 'The future of Pink Panther wafers is secure and we're confident customers will appreciate the improvements we're making while maintaining the original taste and texture experience. For retailers, this new chapter in the Pink Panther wafer's story will lead to renewed interest in a brand and character that is known and adored by its customers.'

Plus, with one eye on the brand's future potential, Kunwardia reveals that the move to Asvina will see the franchise extend to new products: 'Asvina will build upon the Pink Panther heritage to drive sales across multiple food and drink categories. The Pink Panther is a beloved character and there are plenty of opportunities to create exciting new products, building more value in the brand for consumers and retailers alike - watch this space!'

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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).