



Sesame Workshop Names SAMBRO International as New *Sesame Street* Licensee Across European Territories

New York and London, UK, January 24, 2017: Sesame Workshop, the nonprofit educational organization behind *Sesame Street*, has named SAMBRO International as its licensee developing a new range of *Sesame Street* plush toys, bags, and arts & crafts for the UK, Benelux, Iberia, the Nordic countries and CEE. CPLG, Sesame Workshop's licensing representative in the territories, helped broker the deal. Renowned for their cross-category licensed ranges, SAMBRO will focus on creating a variety of branded products to build a strong presence with major retailers working closely with CPLG's local network of offices.

"We are pleased to be working with SAMBRO to offer children and their families a new collection of *Sesame Street* products that will help spark imaginative play, creativity, and learning," said Risa Greenbaum, Assistant Vice President, International Licensing, Sesame Workshop.

"*Sesame Street* is a worldwide icon and loved by so many," said Nikki Samuels, Licensing Director at SAMBRO. "The TV show is as popular as ever, with a new generation of new fans who love the characters as much as their parents did. We are absolutely delighted to partner with *Sesame Street* – it is an honor to be able to develop these characters into what we feel will be a classic plush collection. In addition to our plush range, we will also be launching a collection of *Sesame Street* hand puppets to inspire imaginative role-play, as well as creating an extensive bags and arts & crafts range to add to our ever increasing portfolio."

"We are very happy to have secured SAMBRO as a strategic partner for the *Sesame Street* brand," said Maarten Weck, Managing Director Northern Europe at CPLG. "SAMBRO has been a valuable partner for us in the region. Their enthusiasm, innovation and drive make them a perfect fit and addition to the licensing program. We are looking forward to supporting them and increasing *Sesame Street*'s presence at retail."

About Sesame Workshop

Sesame Workshop is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter,

stronger, and kinder. We're active in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically-funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit sesameworkshop.org.

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 SAMBRO

SAMBRO is one of the UK's largest licensed toy manufacturers with a vast portfolio of hot licensed ranges spanning a diverse number of categories including plush, arts and crafts, bags, toys and games, stationery, wheeled goods, fashion apparel and more.

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