



## **TZUMI PETS BECOMES THE FIRST LICENSEE FOR IMAX ORIGINAL FILM SUPERPOWER DOGS**

**Manhattan Beach, CA, Embargoed until 4th June 2019:** In a deal brokered by CPLG North America, Tzumi Pets, one of the fastest-growing pet-product companies in the US, has become the first licensee for *Superpower Dogs*, the latest IMAX documentary from Cosmic Picture.

*Superpower Dogs* offers the first-ever window into the life-saving superpowers and extraordinary bravery of some of the world's most amazing dogs. Narrated by Chris Evans (*Captain America: The First Avenger, Gifted*), the film follows six real-life working dogs and their human partners from around the world, as they brave earthquakes and avalanches, protect endangered species such as rhinos and elephants, and transform the lives of people who have special needs.

Tzumi Pets will develop a range of pet accessories including pet toys, travel accessories, and feeding and grooming equipment, featuring logos and graphics from the movie.

“Extending *Superpower Dogs* from the screen to pet accessories was a natural next step,” says Isaac Saka, President of Tzumi Pets. “The movie features stories of working dogs, but challenges everyone to look at their pet in a new way. We are very excited to introduce this new product line that celebrates the superpower in every dog.”

Little, Brown and Company books are also on board as the publishing partner and have released a photographic picture book and two non-fiction mid-level readers: *Superpower Dogs: Halo - Disaster Response Dog* and *Superpower Dogs: Henry – Avalanche Rescue Dog*.

*Superpower Dogs* is playing in IMAX, giant screen and digital cinemas in museums, science centers and other cultural institutions worldwide and has also inspired an interactive exhibition, *Dogs! A Science Tail*, currently on display in Los Angeles at the California Science Center. The movie will hit commercial IMAX theatres early summer 2020.

For more information on *Superpower Dogs* visit [www.superpowerdogs.com](http://www.superpowerdogs.com) or follow #SuperpowerDogs on social media. For licensing enquiries contact Alyssa Gourlay: [alyssa.gourlay@cplg.com](mailto:alyssa.gourlay@cplg.com).

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## **About Cosmic Picture**

Cosmic Picture seeks to make the most compelling cinematic experiences possible and to change people's perception of the universe in unexpected ways. Past films include award-winning IMAX® and giant screen productions and transformative environmental documentaries with tremendous social impact. For more information on Cosmic Picture, visit [www.cosmicpicture.com](http://www.cosmicpicture.com).

## **About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world's best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest licensing network in Latin America. 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 collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense.

## **About DHX Media**

DHX Media Ltd. (TSX: DHX, NASDAQ: DHXM) is a global children's content and brands company, recognized 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](http://www.dhxmedia.com).