



Boots increases its support of Teletubbies

London, 20th June 2017: CPLG is pleased to announce that leading UK retailer Boots has extended its commitment to Teletubbies by increasing its range of product across multiple categories.

Following the success of the toy ranges by Character Options and MV Sports last year, Boots are now expanding their Teletubbies offering starting with their first-to market launch of the Solutions EU toilet training products. The Teletubbies Step Stool, Training Seat and Steady Potty are available in store and online now. This range amplifies the “My First” positioning of the brand with products that enable each pre-schooler milestone to be celebrated with the Teletubbies characters.

Boots are also launching product from new licensee Alligator Books, with a first-to-market launch of Po, Laa-Laa, Tinky Winky and Dipsy reversible travel pillows. Kokomo will also be launching their health and beauty products with the retailer later this year.

During the final three months of 2016, Teletubbies featured heavily across Boots’ marketing, with product in their 3 for 2 offer, inclusion on the front of the Christmas gift guide as well as placement on in-store security gate covers. Throughout Autumn Winter 2017, CPLG and Boots will be working closely together to ensure continued activations and success for Teletubbies across Boots Parenting Club, online and in stores.

Hannah Stevens, Retail Manager, CPLG, commented: “Boots has embraced and supported Teletubbies from the start, and it’s been fantastic to see the brand grow from strength to strength. The fantastic team at Boots have ensured they maximise the brand fully with their innovative product ranges, ensuring the consumer has a wide choice of products both in store and online. We look forward to seeing the new launches and exciting marketing initiatives going into Autumn Winter.”

For more information, contact:

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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, 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 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 *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. The Company is a leading producer of children's shows and owns the world's largest independent library of children's content, at more than 12,500 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its robust 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 17 offices worldwide. On May 10, 2017, DHX Media announced it had signed definitive agreements to acquire 80% of the famed Peanuts brand and 100% of the Strawberry Shortcake brand, which transactions are expected to close on or around June 30, 2017. Visit us at www.dhxmedia.com.