



## **CPLG TO REPRESENT YALE UNIVERSITY ACROSS EUROPE**

**London, 21<sup>st</sup> September 2017:** CPLG has been appointed by Yale University to represent the university's brand across Europe and Russia.

Founded in 1701, Yale is an American Ivy league university based in New Haven, Connecticut, and the third oldest college in the United States.

CPLG has extensive experience and expertise in building lifestyle brands, and will develop a licensing programme targeting adults, teens and kids across apparel, accessories, bags and stationery. Products will feature the Yale branding, including their iconic logos and the university's world-famous mascot, Handsome Dan the bulldog, tapping into the heritage and iconic appeal of the brand.

Universal Music Spain have signed as the first licensee and will produce a range of men's apparel to launch in Zara stores worldwide, from September 2017.

Yale is a historic institution and houses 14 residential colleges, each with its own shield, motto, cheer and mascot. The university is also famous for its athletic facilities, which includes the Yale Golf Course, built in 1926, the 61,000-seat Yale Bowl (American Football), as well as one of the largest gymnasiums in the world. It also houses the second largest university library in the world. Many notable alumni have graduated including five US presidents, 19 US Supreme court justices and 500 members of the US Congress.

Steve Manners, Executive Vice President CPLG, said: "Yale University is an iconic brand with global appeal, which lends itself perfectly to the collegiate trend we're seeing at fashion retailers. We are delighted that the first range of clothing will launch in Zara stores and we look forward to extending the range to the rest of the high street."

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## **About Yale University**

Now in its fourth Century, Yale boasts America's third oldest college, thirteen renowned graduate and professional schools, along with global recognition for excellence in teaching, research, and service. Yale is consistently ranked among the top three Universities in the world by U.S. News and World Report. Yale College is also ranked among the top three undergraduate programs in the United States, and many of Yale's other Schools hold similar distinctions.

## **About CPLG**

CPLG ([www.cplg.com](http://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](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 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. (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 20 offices worldwide. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).