



## **Tour de France Partners with Sports Direct for exclusive apparel collection in a deal brokered by CPLG**

**London, 18<sup>th</sup> May 2017:** CPLG have brokered a deal with Sports Direct to create a range of Tour de France apparel for the iconic annual multiple stage bicycle race, which this year will be departing from Dusseldorf on July 1st and ending in Paris.

The exclusive range will include hoodies, t-shirts and polo shirts available for both men and women, featuring the iconic Tour de France logo. The range will be available in-store and online from May, in plenty of time for fans to support the competition and celebrate the 103<sup>rd</sup> race throughout July.

In recent years, the UK has seen great success in this competition with Chris Froome taking home the winner's trophy for the last two consecutive years, the only participant to successfully defend his title in the past 20 years!

John Taylor, Commercial Director CPLG UK, said: "We are delighted to see this famous sports brand translated by Sports Direct into a strong licensing range for cycling enthusiasts, reflecting the core of the Tour de France race."

"We're very excited to be partnering with the Tour de France in this way. This is a fantastic opportunity for customers who want to support one of the world's truly great sporting events," added a Sports Direct spokesperson.

### **For more information, contact:**

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### **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, 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**

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 Deglassi 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](http://www.dhxmedia.com).