



Scotch & Soda to launch collaboration with Felix the Cat

London, 18th April 2017: In a deal brokered by CPLG, Dutch fashion brand Scotch & Soda will launch an extensive apparel collection featuring the world's first cartoon character – Felix the Cat.

The collection contains 42 lines across men's, ladies and kids including leather jackets, jersey wear and denim. Susan Meinen (Head Graphic Design Scotch & Soda) selected vintage versions of Felix the Cat from creative archives and hand painted artworks for pieces in the capsule collection, such as a statement leather jacket for women.

The collaboration between Universal Brand Development's Felix the Cat and Scotch & Soda's high profile denim label Amsterdams Blauw is the first of its kind, and sees the range showcased to trade this month with an in-store launch in November 2017. The launch will be backed by a consumer PR and marketing campaign across social and print media.

Scotch & Soda, known for its premium positioning within the market place, has over 180 stores and can be found in over 8,000 doors including the best global department stores and independents, and on their webstore.

Felix the Cat made his big screen debut in 1919 and went on to have his own cartoon strip and cartoon series. He was also the first-ever image to be transmitted across the television airways in 1928 and became a TV and technology pioneer and a true pop icon.

The collaboration is sure to touch the hearts of those who grew up with Felix the Cat as well as a whole new generation of fashion conscious consumers who expect only the best from Scotch & Soda.

"We are delighted a partner of the calibre of Scotch & Soda will be launching this unique Felix the Cat collection," said Matt Tobia, Account Manager, CPLG Benelux. "The classic artwork, together with the playful nature of Felix, are a great fit with Scotch & Soda's Amsterdams Blauw brand, making them an ideal partner for this iconic character. The collection is a great mix of innovative denim pieces and sportswear styles. We are confident fashion fans worldwide will be equally enthusiastic when the Amsterdams Blauw Felix the Cat capsule hits stores later this year."

"Felix the Cat immediately came to mind when thinking of a companion for our denim line Amsterdams Blauw," said Alex Jaspers, Global Merchandise Director, Scotch & Soda. "We have always seen him as the anti-hero in the cartoon world, even with his pop-icon status. Felix loves to entertain, he has a down to earth mentality and an unpredictable creative view, three characteristics that resonate with Amsterdams Blauw. We appreciate the support that CPLG and Universal Brand Development have been giving us over the past few months, they've helped our friendship grow into a fun capsule collection."

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About Scotch & Soda

Scotch & Soda are inspired by the world and curated by Amsterdam. A team of passionate discoverers and collectors, scouring the globe for that painting, poem, vintage piece, ruin, or artefact that sparks our never-ending curiosity. Treasures uncovered on worldly wanderers are poured into collections and signature looks that clash eras, classics, places of inspiration, meshing unexpected fabrics and patterns. Men's, women's and children's collections all start life at our canal-side design studio in a former church in the heart of Amsterdam. Scotch & Soda has over 180 stores, and can be found in over 8000 doors including the best global department stores and independents, and in our webstore.

About Universal Brand Development

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products, Games and Digital Platforms, and Live Entertainment based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA).

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 DHX Media Ltd.

DHX Media Ltd. (www.dhxmedia.com) is the world's leading independent, pure-play children's content company. Owner of the world's largest independent library of children's content, at more than 12,500 half-hours, the Company is recognized globally for such brands as *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*, *In the Night Garden*, *Inspector Gadget*, *Make It Pop*, *Slugterra* and the multiple award-winning *Degrassi* franchise. As a content producer and owner of intellectual property, DHX Media delivers shows that children love, licensing its content to major broadcasters and streaming services worldwide. Through its subsidiary, WildBrain, DHX Media also operates one of the largest networks of children's content on YouTube. The company's robust consumer products program generates royalties from merchandise based on its much-loved children's brands. Headquartered in Canada, DHX Media has offices in 15 cities globally, and is listed on the Toronto Stock Exchange (DHX.A and DHX.B) and the NASDAQ Global Select Market (DHXM).