



CPLG secure new Space Invaders Partners

London 23RD May 2017: CPLG has signed a number of new licensees for the iconic video game Space Invaders, which gears up to celebrate its 40th anniversary in 2018. The recent trend for retro gaming in fashion has seen an increased appetite for Space Invaders, with new partners on board for apparel and footwear.

Fashion UK will be creating Space Invaders footwear for kids and adults. CWI will be launching nightwear and underwear, with confirmed listings at George at Asda, and Fabric Flavours will be bringing kids' daywear to the market. All three licensees will launch product throughout 2017.

Existing licensee Trademark Products have also seen interest spike for their apparel and accessories range, with new listings confirmed with GAME, Sainsbury's and Pulp for AW 2017. All armed with an updated style guide for 2017, new and existing partners are not short of creative inspiration on this brand.

Janet Swallow, Vice President-Licensing Worldwide, Square Enix, commented: "Our merchandising programme is going from strength-to-strength across all markets with both new and long-standing partners continuing to support the brand."

"We are very happy to have new partners onboard," added Maarten Weck, Managing Director Northern Europe, CPLG. "We see Space Invaders gaining more traction within the EMEA markets particularly in the UK with new partners and retail launches. It is such an iconic and recognisable brand impacting multiple demographics, and CPLG see the full potential and power in a brand that can achieve this."

For more information, contact:

Steve Manners, EVP CPLG

Tel: +44 208 8563 6400 smanners@cplg.com

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.