



London: 10.00hrs: Monday, 8 September 2014

The Character Group plc

("Character Group" or the "Group")

Designers, developers and international distributors of toys, games and giftware

Character Group secures Master Worldwide Toy Licence for Teletubbies

The Board of the Character Group is pleased to announce that Character Options Limited (the Group's principal trading subsidiary) has today been appointed as the global Master Toy Partner for the BBC's iconic brand **Teletubbies**. The Master Toy Partner agreement has been entered into with DHX Brands, the dedicated brands and consumer products arm of DHX Media Ltd.

Teletubbies changed the landscape of children's television and remains a much-loved pre-school series. It was launched in March 1997 and became one of the most successful children's pre-school global brands. More recently the brand was named at the prestigious Prix Jeunesse International as one of the four category winners for the prize of Best Children's TV Programmes of the last 50 years. The BBC's *CBeebies* Channel is currently airing repeats of the original series. A new sixty-episode series of **Teletubbies** has been commissioned from DHX Media Ltd. by *CBeebies* and is being produced by UK production company, Darrall Macqueen Limited. It will feature the same well-known characters and bring a refreshed, contemporary look to one of the world's most well-known pre-school properties. Character plans to launch its **Teletubbies** product ranges at retail in the UK in 2016, with other territories to follow.

Richard King, Executive Chairman, Character Group said: *"This partnership is a good example of how we work to seek out and develop exciting products which meet domestic and international market demand."*

"Teletubbies is a worldwide phenomenon. The series has been screened across 120 countries in 45 languages. It has retained a global, iconic profile and is instantly recognised and keenly followed by many."

Jon Diver, Character's Joint Managing Director, added: *"We are delighted to have been awarded the global master toy licence for Teletubbies by DHX Brands. Our team is very excited to be involved in its re-launch and to have the chance to bring the magic of the Teletubbies into the toy aisles and family homes both in the UK and overseas."*

"This unique property will help to reinforce our position as market leader in the licensed, pre-school category in the UK as well as building on our growth internationally in this key product area."

DHX Brands EVP Peter Byrne commented: *"Teletubbies is one of the most recognisable pre-school brands globally which we believe represents a remarkable consumer products opportunity. We're very excited to be partnering with Character Options, who have an incredible track record in building and nurturing pre-school brands for the long term."*

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BACKGROUND NOTES

Product names shown in *italics* represent copyright or registered trademarks.

About Character Group:

(AIM: CCT.L) FTSE sector: leisure goods

Market capitalisation: £45m

www.thecharacter.com

Founded in 1991, with offices in London, Oldham, Hong Kong and China, The Character Group plc is a leading UK company with strong growth internationally, engaged in the design, development and international distribution of toys, games and giftware. Products are developed in-house, including licensed brands, but also include products sourced through distribution agreements. The last few years have seen the management team concentrate the product portfolio on key ranges. It has a number of notable licenses/brands including *Teksta*, *Fireman Sam*, *Postman Pat*, *Peppa Pig*, *ScoobyDoo*, *ChillFactor*, *Minecraft*, *TheZelfs*, *Disney Princess Palace Pets*, *Shimmer and Sparkle*, *Little Live Pets* and *Doctor Who*. Product ranges can be viewed at www.character-online.co.uk. For more information, please contact: Marketing Services:

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About DHX:

(TSX: DHX) www.dhxmedia.com

DHX Brands, with offices in London, Toronto and Los Angeles is the dedicated brand management and licensing arm of DHX Media Ltd, a leading broadcaster, creator, producer and marketer of family entertainment. DHX Brands specialises in creating, building and maintaining high-profile global entertainment brands within the children's and young-adult markets. With expertise in brand development, licensing, marketing and creative, DHX Brand develops brands which captivate and inspire through engaging content, first-class distribution, quality consumer products, immersive live experiences, and digital media. DHX Brands' world-class portfolio includes *Teletubbies*, *Yo Gabba Gabba!*, *In the Night Garden*, *Caillou*, *Ella the Elephant*, *Johnny Test*, *Inspector Gadget*, and *Degrassi*.

For more information, please contact:

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The iconic *Teletubbies* brand:

This multi award-winning brand won a major accolade this year, named as one of the Best Children's TV Programmes of the last 50 years, voted for by a panel of 100 international kids' television experts. Winning in the "most risk-taking kids' entertainment programme" category at Prix Jeunesse International, the awards honoured the most outstanding, influential and daring children's and youth TV programmes of the last 50 years.

Historically, the *Teletubbies* brand has enjoyed unprecedented success as both a television series and a consumer products phenomenon, worth almost US\$2 billion a year globally at peak. It became one of the most successful global children's brands of all time and has reached more than 1 billion children to date. It was the first Western pre-school property to air on China's CCTV, reaching an audience of 300 million children. Its enduring resonance with children is further underscored by the brand's postings on YouTube, which garner almost 50 million views per month.