



## **MORE LICENSEES SELECTED FOR DHX MEDIA'S *RASTAMOUSE***

### ***Brand Gears Up for Major 2012 with a Raft of New Product***

Toronto, London, Los Angeles- (January 10, 2012)-- DHX Media, a leading international producer and distributor of television programming and interactive content, together with subsidiary W!LDBRAIN Entertainment, is continuing the licensing and merchandising drive for hit stop-motion animated preschool property ***Rastamouse***, signing further partners in new categories.

New licensees joining Da Easy Crew licensing programme include Trademark Collections which has taken the license for a range of *Rastamouse* bags including backpacks, rucksacks, gym bags, swim bags, holdalls, wheeled luggage, tote bags, handbags, courier bags, purses, wallets and umbrellas to be launched Spring 2012 onwards across all retailers. Roy Lowe & Sons Ltd will be developing a line of socks, tights, hats, gloves and scarves further complementing other licensed categories, and Ty UK Ltd. will develop a Ty Beanie Baby line for launch in the UK in Spring 2012. Also on board are GB Eye Limited for posters, digital prints, canvas prints, badges, stickers and tattoos.

"*Rastamouse* launched on CBeebies in January and became an instant hit with a diverse audience that includes preschoolers, parents and young adults alike," said **Michael Polis, President of W!LDBRAIN Entertainment and EVP, Branded Entertainment & Consumer Products, DHX Media**. "As one of the fastest growing preschool licenses, we expect to see great success across all categories for *Rastamouse*, from apparel, DVDs and toys, to electronics and publishing," he continued.

"The music, the characters and other unique qualities that make *Rastamouse* stand out as a brand in a competitive marketplace gives licensees a winning formula to create innovative consumer products that will resonate with fans young and young at heart," said **Angeles Blanco, Director of Licensing, DHX Media**. "In Spring 2012, Universal will release their second *Rastamouse* DVD, we will have a full toy line in store as well as underwear, sleepwear and many other categories available across all retail," she continued. "In addition Da Easy Crew will continue to make live appearances across the country," said Blanco.

DHX Media's existing roster of licensing partners for ***Rastamouse*** include: EMI (music), Universal (DVD), Character Options (master toy), MacMillan (publishing), Vogue (melamine products from tableware to drinkware, clocks and room decor), Zap (bedding), MVSports (outdoor toys), Sommerbond (underwear and nightwear) and Their Nibs (children's sleepwear).

***Rastamouse***, the animated series based on the critically acclaimed books by Genevieve Webster and Michael De Souza, launched on CBeebies in January 2011 and has since engaged a following of preschoolers and parents alike. The series features Rastamouse, Scratchy and Zoomer of Da Easy Crew, the mystery-solving, reggae-playing band who always make a bad ting good and live by their motto "redemption, not retribution."

A Rastamouse Company Production for CBeebies, ***Rastamouse*** is produced by Greg Boardman and Eugenio Perez of Three Stones Media, in association with Dinamo

Productions, Little Roots and DHX Media, which handles worldwide TV sales (excluding the UK) and worldwide licensing and merchandising. The production is supported by the Wales Creative IP Fund. Visit [www.rastamouse.com](http://www.rastamouse.com). Follow us on Twitter @rastamouse\_irie.

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**About DHX Media:**

DHX Media, together with its subsidiary, W!LDBRAIN Entertainment, is a leading international family entertainment rights creation and management company with three-award-winning production facilities, worldwide distribution and a global consumer products business. DHX Media has produced over 40 original television series and maintains a library of over 2,500 half-hours of animation and live-action programming. DHX Media has offices in Toronto, Halifax, Vancouver, Los Angeles and London. DHX Media is listed on the TSX (Toronto Stock Exchange). [www.dhxmedia.com](http://www.dhxmedia.com).