CBS All Access Adds Children's Programming to the Service

August 8, 2019

Exclusive Original Series plus Library of More Than 1,000 Episodes

of Children's Programming to Premiere Late 2019

Exclusive Original Series Include "Cloudy with a Chance of Meatballs"

and "Danger Mouse" with More to Be Announced Prior to Launch

August 8, 2019 – *CBS All Access*, CBS' digital subscription video on-demand and live streaming service, today announced plans to bring children's programming to the service including exclusive original series and more than 1,000 episodes of library programming, marking *CBS All Access*' first venture into children's content. *CBS All Access* will begin rolling out its children's programming later this year.

CBS All Access has teamed up with DHX Media and Boat Rocker Studios to license its first two original children's series, ordering new seasons of DHX Media's CLOUDY WITH A CHANCE OF MEATBALLS, produced with Sony Pictures Animation, and Boat Rocker's new DANGER MOUSE, produced with BBC Children's Productions. In addition, *CBS All Access* will add more than 1,000 episodes of library children's programming including the classic original DANGER MOUSE series from Boat Rocker Studios and titles from DHX Media like the classic INSPECTOR GADGET, THE ADVENTURES OF PADDINGTON BEAR, MADELINE and HEATHCLIFF.

"Based on the age and demographics of our subscriber base, with an average age of 44, we see a significant opportunity to invest in children's programming and provide even more value for subscribers with new originals and a world-class library of programming, specifically catered to our subscribers' children," said Marc DeBevoise, President and COO, CBS Interactive. "We have already acquired two originals and look forward to adding even more prior to launch to further expand our children's library. This is the latest addition to our expanding content offering at *CBS All Access*, following our recently announced plans to further diversify our original programming with documentary and unscripted content in addition to our growing roster of flagship series like STAR TREK: DISCOVERY, THE GOOD FIGHT and THE TWILIGHT ZONE."

About *CBS All Access*:

CBS All Access is CBS' direct-to-consumer digital subscription video on-demand and live streaming service. *CBS All Access* gives subscribers the ability to watch more than 10,000 episodes on demand – spanning exclusive original series, CBS Television Network's primetime, daytime and late night shows, plus classic TV hits – as well as the ability to stream local CBS stations live across the U.S. *CBS All Access'* original series include THE GOOD FIGHT, THE TWILIGHT ZONE, STRANGE ANGEL, TELL ME A STORY and NO ACTIVITY, as well as the upcoming INTERROGATION, WHY WOMEN KILL and THE STAND. *CBS All Access* is also the exclusive domestic home to STAR TREK: DISCOVERY and the upcoming STAR TREK: LOWER DECKS and STAR TREK: PICARD featuring Sir Patrick Stewart. *CBS All Access* also includes the ability to stream CBS Interactive's other live channels, CBSN for 24/7 news, CBS Sports HQ for sports news and analysis, and ET Live for entertainment coverage.

The service is currently available online at CBS.com, on mobile devices via the CBS app for iOS and Android, and on Roku Players, Apple TV, Chromecast, Android TV, Xbox One, PlayStation 4, Fire TV, Samsung Smart TVs, Vizio Smartcast TVs and Amazon Prime Video Channels. Versions of *CBS All Access* have now launched internationally in Canada and Australia (10 All Access), with unique but similar content and pricing plans. For more details on *CBS All Access,* please visit https://www.cbs.com/all-access.

About DHX Media Ltd.:

DHX Media Ltd. (TSX: DHX; NASDAQ: DHXM) is a global children's content and brands company, recognized for such high-profile properties as "Peanuts," "Teletubbies," "Strawberry Shortcake," "Caillou," "Inspector Gadget," and the acclaimed "Degrassi" franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at 13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its 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 offices worldwide. Visit us at: dhxmedia.com.

About Boat Rocker Media:

Boat Rocker Media is a global entertainment company that creates, produces and exploits premium media content for all platforms, and develops brands and IP for worldwide monetization. Boat Rocker Studios, the content, distribution, and brands arm of the company consists of the following content groups: Temple Street, Crooked Horse, Proper, Insight Productions, Matador Content, Boat Rocker Kids & Family (including Radical Sheep), and a partnership with Industrial Brothers. Boat Rocker Ventures investments include: Untitled Entertainment, Jam Filled Entertainment, MarcoPolo Learning, Serial Box, The Outline, and CAA Creative Labs.

A selection of Boat Rocker's recent projects includes: The Next Step (Family Channel, CBBC), Orphan Black (BBC AMERICA, Space), Lip Sync Battle (Paramount Network), Kingdom Force (CBC), Iron Chef Canada (Food Network), Killjoys (Syfy, Space), The Amazing Race Canada (CTV), Knight Fight (History), Vintage Tech Hunters (Discovery), X Company (CBC), Masterchef Canada (CTV), The Loud House (Nickelodeon), Bitz & Bob (CBeebies) and Danger Mouse (CBBC). For more information on Boat Rocker Media, please visit www.boatrocker.com and connect via (Twitter) or (Facebook).

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