



IMIRA ENTERTAINMENT FURTHER BOOSTS LATIN AMERICA PRESENCE

Pre-NATPE deals have been signed across own and third party titles

Barcelona, 21 January 2013: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has made a host of sales throughout Latin America, bringing its library of vibrant programming further West ahead of the annual NATPE market.

Imira's ***Sandra, The Fairytale Detective*** (52 x 13') has been bought for the US market by Ion Media, which has taken Free TV broadcast rights, and the series is travelling to Brazil as a result of a Pay TV deal with GloboSat's. Sandra's adventures solving mysteries in The Land of Once Upon a Time have proved a perennial favourite with audiences, and continue to gain popularity and profile.

In further deals GloboSat has also picked up Millimages' ***Trust Me, I'm A Genie*** (52 x 13') and ***The Jungle Book*** (52 x 11') from DQ Entertainment and ZDF Enterprises and, while Brazil will be introduced to Werner Film and ZDF Enterprises' ***Dance Academy*** (26 X 26'), a live action aimed at tweens focussing on Tara Webster's journey through the National Academy of Dance for SB TV Programming.

Canal Once also snapped up ***Dance Academy*** and Imira's ***Saari*** (39 x 3'), a preschool show about a group of quirky animals on an island of the same name, which they will be bringing to Mexico via Free TV.

Discovery Kids is signing up a second season of Guru Studios' ***Justin Time*** for a total of 52x11' following the success of the first season, which follows and adventurous boy and his friends.

Begoña Esteban, Sales Manager for Iberia, Latin America, US Hispanic & Central European Markets at Imira Entertainment said, "Imira is going into NATPE 2013 with exciting momentum and a view to broaden their reach even further with their collection of premium youth programs. Spanning across both animation and live action, we are continuously seeking to build new and progressive partnerships providing engaging content. To date we have represented a host of hit properties like The Jungle Book – the second series of which is now available -, Dance Academy, Justin Time, Me and My Robot and Mouk, as well as producing Lucky Fred and Wolf Blood."

Begoña will be representing Imira Entertainment at NATPE 2013, at Market Place #225 stand.

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Notes to editors:

Barcelona, Madrid and Vitoria based Imira Entertainment www.imiraentertainment.com is a producer and distributor of top quality youth programs. It creates innovative content for kids with strong editorial lines, and a universal appeal. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, video, licensing, merchandising, mobile phones and publishing). Imira Entertainment distributes a catalogue of over 4,000 half hours of premium kids programs, including animated feature films.