



IMIRA ENTERTAINMENT'S LUCKY FRED SNAPPED UP BY EXIM LICENSING GROUP

360° IP represented throughout Latin America

Barcelona, 12 June 2013: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has signed a deal with EXIM Licensing Group for the rights to represent all **Lucky Fred** licensed products and merchandising across Latin America.

Lucky Fred is an original Imira Entertainment animated co-production with Televisió de Catalunya and Rai Fiction, starring Fred, a young boy and Friday, his shape-shifting robot, and their adventures with Brains, the super-spy next door. The property has an active licensing program globally, and the deal with EXIM covers key Latin American territories including Mexico, Brazil, Colombia and Chile.

EXIM will represent apparel & accessories, stationery & paper products, toys & games, party goods, health & personal care, food & beverage, along with other licensed products to roll out over the coming months.

Julian Barbier, Licensing Agent for Imira Entertainment says: "We are delighted to have EXIM promoting the development of **Lucky Fred** in Latin America. The series is enjoying huge success on Nickelodeon this year, and the plans for extended broadcast reach through Free TV in 2014 across a number of territories creates huge potential in L&M. We have found the ideal partner in EXIM group, to help grow the brand's success even further!"

Celso Rafael, Executive Vice-President of EXIM Licensing Group adds: "The EXIM team is excited to partner with Imira to represent **Lucky Fred** in Latin America. The animated property has been sold to several broadcasters and cable carriers around the world, experiencing phenomenal results, and we anticipate enormous L&M potential for our territories. It will be a focus for EXIM in 2013 and 2014 as we implement a comprehensive 360 degree cross-platform strategy to establish **Lucky Fred** as a leading brand in the market."

For further information please contact:

Monique Levine at DDA Blueprint

Tel: + 44 (0) 20 7932 9800 or email monique@ddablueprint.com

IMIRA ENTERTAINMENT (Barcelona)
Ribes, 9
08013 Barcelona SPAIN
Tel.: 34 932 650 757
Fax: 34 932 457 150

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IMIRA ENTERTAINMENT (Madrid)
C. San Juan de la Cruz, 2
28223 Pozuelo de Alarcón - Madrid SPAIN

IMIRA ENTERTAINMENT (Vitoria)
Portal de Castilla 46, 1-dcha
01007 Vitoria SPAIN

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.

About Exim LicensingGroup

EXIM is a marketing organization exploring 360° opportunities involving licensing, promotions, merchandising, entertainment, TV & stage show productions, covering the entire Latin America region. With 30 years of experience and 15 offices across the region, EXIM has created a Latin American network and guarantees its clients the highest quality of service in developing sophisticated regional strategies and executing them locally. Controlled and managed by Exim Headquarters, based out of Miami, the network has strict guidelines and business procedures to ensure the highest quality services. EXIM's mission is to provide marketing solutions as well as profitable promotions through a diversity of tools for consumer product clients and their ad agencies. Additional information is available at www.eximlicensing.com