



IMIRA ENTERTAINMENT'S LUCKY FRED SOLD TO ATRESMEDIA TELEVISION

Original series debuts on Neox Kidz

Barcelona, 03 July 2013: **Imira Entertainment**, Spain's leading production and distribution company specialising in youth programming, has sold its original production **Lucky Fred** to Spanish broadcaster group **Atresmedia Television**, for its children's entertainment segment – Neox Kidz.

This summer, NEOX's youngest block Neox Kidz will air the animated adventures of **Lucky Fred** (52 x 12'), his robot Friday and Brains, the secret agent next door. The show will be available to audiences in both Castilian and English with dual broadcast via DTT Free TV. The sale comes as part of Lucky Fred's re-launch in Spain, after the successes it found in 165 territories, dubbed in 26 languages, it is the only Spanish produced series chosen by Atresmedia for Neox Kidz amongst global competition.

Sergi Reitg, CEO of Imira Entertainment says: "**Lucky Fred** is a vibrant and engaging property, adored by young viewers globally, and Imira Entertainment is proud to have **Lucky Fred** airing on one of Spain's most popular channels. The deal with Atresmedia is an ideal move for a strong relaunch in Spain in a prime slot, giving us the opportunity to further develop licensing and merchandising opportunities"

José Antonio Antón, Programming Director of Thematic Channels at Atresmedia Television adds: "We are thrilled to be airing **Lucky Fred** in Neox Kidz. We're looking for the best possible youth entertainment which includes the world class productions originating from Spain itself. Supporting national production is a high priority for us and it is fantastic to have companies like Imira Entertainment coming up with globally appealing output."

Lucky Fred follows the comic adventures of Fred, an ordinary 13-year-old boy who accidentally became the owner of a super-powered, shape-shifting robot who can turn into any object Fred dreams of with a simple voice command. The robot's real name is Anihilator 9-0-9-0-9-0-niner, but he answers to the name Fred gave him — "Friday". Before he veered off course, Friday was sent to the Earth intended for Fred's new next-door neighbour Braianna, a weird girl from his class whose actual identity is Agent Brains — a highly skilled member of a secret, intergalactic security force called 'the Protectors'. Brains is the Protector assigned to the Earth, and routinely gets called to save the Earth before an alien attack becomes public knowledge.

Fred, Friday and Brains are a trio of loyal friends who have fun together, navigate middle-school together, and save the planet together. While Fred and Friday are always finding the fun in everyday life, Brains strives to keep her identity secret and the aliens' bottoms kicked.



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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.