
**ATLANTYCA ENTERTAINMENT, IMIRA ENTERTAINMENT AND INSPIDEA SCORE KEY
BROADCASTERS FOR *BAT PAT* ANIMATED SERIES**

Broadcast Partners Rai Fiction and RTVE Join As Companies Begin Production of the First

52 x 11 Episodes of the Creepy Sitcom

(Milan, Barcelona) (26 September 2013)—Production and Distribution partners AtlantycA Entertainment, Imira Entertainment, and Inspidea along with new broadcast and participation partners Rai Fiction (Italy), GD Animation Fund and RTVE (Spain) are set to commence production on the comedy adventure animated series ***Bat Pat*** (52 x 11'). The announcement was made jointly by AtlantycA Entertainment's Head of Animation Department and Executive Producer, Caterina Vacchi, Imira Entertainment's, CEO Sergi Reitg and Andrew Ooi, Managing Director of Inspidea.

Based on the successful book series of the same name, ***Bat Pat*** is a spooky animated adventure-comedy that proves the supernatural isn't always evil – just misunderstood. *Bat Pat* is joined by Silver siblings: Rebecca, Leo and Martin, and a range of lovable creepy characters. Together with their winged companion, who has a terrible memory for supernatural facts with a keen nose for nocturnal mischief, the four best friends work to help the quirky Fogville town dwellers to unravel the mysteries of the scary creatures that lurk about. Balancing comedy and action, the series is a spooky sitcom that maintains the fast paced quirky character humor of a traditional comedy mixed up with some unexpected adventures.

"We are so excited to be starting production on the first season of a project so close to our hearts," said AtlantycA's Vacchi. "We are delighted to be working with Imira, and Inspidea and now Rai and RTVE to bring this funny and exciting new show to young viewers everywhere."

Sergi Reitg, CEO of Imira Entertainment, adds "*Bat Pat* is a fantastic collaboration which we are delighted to be part of, along with our strategic partner GD Animation Fund, and broadcasters RTVE and Rai. The show is fresh and original, guaranteed to entertain young audiences the world over."

"We look forward to beginning the production of *Bat Pat*," said Andrew Ooi. "The background artists in our studio are excited to explore every nook and cranny of Fogville. Our animation artists are eager to bring *Bat Pat* and the Silvers to life in glorious 2D. We will make creepy moments tense and the funny bits hilarious. *Bat Pat* is going to be a fun project to work on!"

"*Bat Pat* is one of our key new productions and we are thrilled to be working with AtlantycA once again, as a co-production partner on another series that is based on such a popular book series" stated Luca Milano, Head of Marketing and Animation, Rai Fiction. "The animation concepts and designs feature the latest in state-of-art animation resulting in really eye-catching animation. The genre is perfect for today's young audiences: creepy and spooky, filled with humor. We know our young audiences, boys

and girls, are certain to love “Bat Pat” and will easily identify with the kids who are Bat Pat’s best friends.”

Yago Fandiño, Kids Content Manager of RTVE / Clan TV said “One of the key strengths of Bat Pat is the richness of its characters and the innovative transmedia strategy, and given this we are confident Bat Pat will become a charismatic character to accompany fans across all their devices. We look forward to working closely with Imira Entertainment, Atlantyca Entertainment, Inspidea and RAI Fiction to turn Bat Pat into a new classic”.

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About Atlantyca Entertainment:

Atlantyca Entertainment is a trans-media entertainment company based in Italy. It is the IP holder and manager for all of the Geronimo Stilton brands and all of its character spin-offs. The Production & Distribution division together with the partner Moonscoop produced two seasons of the animated series *Geronimo Stilton*. Atlantyca’s Licensing division manages all of the Geronimo Stilton brands and is the appointed Italian agent for *Le Petit Prince*, *Mouk*, *Code Lyoko*, and *Dive Olly Dive!* The Foreign rights sales department has secured more than 4200 translation deals with over 130 leading publishers from around the world. Atlantyca’s Publishing division is responsible for having created and launched a series of loosely-based books for popular brands.

In 2011, Atlantyca established Atlantyca Dreamfarm to expand its publishing operations. In 2010 the company opened a Representative office in Beijing, China.

www.atlantyca.com

About Imira Entertainment:

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 Inspidea:

Inspidea is a digital animation company based in Kuala Lumpur, Malaysia. In the last 11 years, we have created, produced and distributed original programming that kids and adults won't soon forget. Several of our shows have been picked up by CBBC, KidsCo, TF1, Cartoon Network, Nickelodeon, AXN, Animax, VRAK, OkTo and Astro Ceria. We create fun entertainment to inspire the world to dream differently. If the world is a playground, we definitely want to rule it!

About Rai:

Rai Fiction is a department of RAI Televisione Italiana in charge of production, co-production and pre-acquisition of TV drama and animation. RAI is a public service broadcaster, leader in the Italian market and a major partner for international television events.