



IMIRA ENTERTAINMENT APPOINTS GILES BONES AS INTERNATIONAL SALES AND MARKETING MANAGER

Madrid, 04 February 2014: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming has appointed Giles Bones as its new International Sales and Marketing Manager.

Reporting to the company's CEO Sergi Reigt, Giles is responsible for worldwide TV and digital sales of Imira Entertainment's world class original and third-party programming catalogue. Joining the strong team already in place at Imira Entertainment, Giles will focus on furthering the reach of the company in key markets, as well as managing the marketing for Imira globally. Giles is actively involved in growing Imira's digital presence, as well as ensuring the company continues to strengthen its existing relationships with leading broadcasters across the globe.

Prior to joining Imira Entertainment, Giles worked at some of the largest international companies in the media arena: Nickelodeon, Paramount Comedy (Viacom); Ilion Animation Studios (Zed Group); Sogepaq (Prisa Group); Eurojuego (Eurostar Media Group); and Lolafilms, and has been responsible for building brands both in Spain and internationally.

Imira Entertainment distributes a catalogue of over 3,000 half hours of premium kids programs, including Imira originals *Lucky Fred*, *Sandra*, *the Fairytale Detective* and *Lola & Virginia*, along with animated feature films.

Sergi Reigt, CEO of Imira Entertainment says: "We're delighted to welcome Giles to our team - the breadth of his experience means he is ideally equipped to manage sales of our diverse catalogue in the full spectrum of markets. He joins a dedicated and passionate team, and we are confident that Imira Entertainment will continue to go from strength to strength in the coming year."

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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 3,000 half hours of premium kids programs, including animated feature films.