



IMIRA ENTERTAINMENT ORIGINAL CONTENT GOES ON-DEMAND IN NORTH AMERICA

International digital deal secures placement on Amazon Prime

Barcelona, 05 June 2014: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming is boosting its on-demand offering through Amazon Instant and Amazon Prime for ***Lola & Virginia*** (52 x 12'), launching to coincide with summer vacations.

Lola & Virginia, the eponymous rival 12 year old girls who lead the witty animated sitcom from Imira Entertainment, has launched on Amazon Instant and Amazon Prime in North America through a deal brokered by US distributor Viva Pictures Distribution LLC.

"We are excited to continue to launch quality international animated content in non-traditional viewing windows in North America. The world-class projects from Imira deserve an audience in North America, and Amazon Instant and Amazon Prime are the perfect platforms" said Victor Elizalde, President of Viva Pictures Distribution.

Sergi Reigt, CEO of Imira Entertainment says: "Imira Entertainment has a wealth of world-class original programming, and we are thrilled to be able to make that more accessible to audiences via platforms like Amazon Instant & Amazon Prime. As we increasingly cater to a generation who engage in online viewing, we continue to expand our presence in the digital arena."

Lola and Virginia tells the story of Lola, aged 12. Life isn't always easy for Lola, taking care of her snotty siblings and putting up with her crazy group of friends. She considers herself the local princess, until Virginia barges into her life. Virginia is a stuck-up kid who has it all: beauty, all the boyfriends she could ever want, good grades and stinking rich parents who never refuse her anything. Their relationship soon involves alliances, strategies and betrayal. In the end, Lola is the good girl... but she's not a saint either!

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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.