



IMIRA ENTERTAINMENT'S TV CHARACTERS BECOME MOVISTARS WITH TELEFONICA

Deal inked to launch number of series on Movistar TV

Madrid, 07 July 2014: Imira Entertainment, Spain's leading production and distribution company specialising in kids and youth programming, has signed a deal with Telefónica to launch several Imira Entertainment series on its Movistar España VOD platforms.

The deal sees the sassy tweens in *Lola & Virginia* (52 x 12'), slapstick creatures of *Larva* season 2 (52 x 4') and the healthy pair in *Vitaminix* (104 x 2') all launch on the platform this summer, alongside the first season of *Lucky Fred* (52 x 12'), starring Fred, his super robot Friday & the secret agent Brains.

The series are now available to Movistar TV subscribers in Spain for TV, computer and mobile devices (PC's, tablets and smartphones).

Sergi Reitg, CEO of Imira Entertainment comments: "Imira Entertainment is committed to catering for new opportunities opening up with non-traditional platforms and this deal with Telefónica represents the buying potential of these new platforms. Our original series, which have sold internationally, have a common vibrant and engaging quality which means they are a natural fit for accessible kid's entertainment providers seeking proven content."

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, entlo.
08013 Barcelona SPAIN
Tel.: 34 932 650 757
Fax: 34 932 457 150

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:

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