



IMIRA ENTERTAINMENT ORIGINAL CONTENT GOES ON-DEMAND WITH HULU

***Lola & Virginia* now available on Hulu services in USA and Canada**

Madrid, 08 September 2014: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has inked a significant deal with SVOD provider Hulu which will see ***Lola & Virginia*** (52 x 12') available in North America on the platform through a deal brokered by US distributor Viva Pictures Distribution.

Sergi Reigt, CEO of Imira Entertainment says: "Our original programming has global appeal, reinforced by deals with premium entertainment platforms like Hulu. ***Lola & Virginia*** is fun, genuine and engaging, and we are excited to see it continuing to reach new fans."

This witty animated sitcom 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!

In recent digital deals, ***Lola & Virginia*** has become available in the US on Amazon Prime and Amazon Instant, and in Spain on Telefonica's Movistar España VOD platforms & Samsung Smart TVs. The series to date has sold in over 100 territories and been translated into 27 languages, to broadcasters including RAI, RTVE, France 3, RTP as well as Nickelodeon in Latin America, Asia and France, Benelux, Korea and the Disney Channels in Spain and Italy.

Lola & Virginia is a co-production between Imira Entertainment, Millimages, France 3, Televisió de Catalunya and ETB and is based on the original concept created by Myriam Ballesteros, founding partner of Imira Entertainment with Sergi Reigt.

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
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:

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.