



IMIRA ENTERTAINMENT HEADS TO MIPCOM WITH SALES AND ACQUISITIONS DEALS SIGNED

Over 500 hours new hours acquired

Madrid, 08 October 2014: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has signed two significant distribution deals - with renowned educational IP owner **Scholastic** and **BabyTV**, part of Fox International Channels. Imira Entertainment has also sold quirky preschool series **Cleo** (39 x 6') to TVE in Spain while Cartoon Network Latin America has scooped the second series of eco-centric animation **Yoo-hoo & Friends** (52 x 11'), produced by Aurora, for its Caribbean and Latin American channels.

Imira Entertainment will now distribute Scholastic's **Animorphs** (26 x 25'), the hugely popular spook-fest **Goosebumps®** (74 x 26'), hilarious **Horrible Histories™** (26 x 26'), **I Spy®** (26 x 26'), **Maya & Miguel** (65 x 26'), the wonderful adventures aboard **The Magical School Bus®** (52 x 26'), tales from **Sammy's Story Shop** (26 x 23') and two versions of **Stellaluna** (1x26' + 1x40') the journey of a lost baby fruit bat - all for Latin America.

This adds to the Scholastic series already on the Imira slate for Iberia & Latin America: **Clifford The Big Red Dog®** (65 x 26'), **Clifford's Puppy Days™** (39 x 26') and **Wordgirl®** (104 x 26').

The deal with BabyTV sees Imira Entertainment representing BabyTV brands for licensing, merchandising and publishing rights in Spain and Portugal, and also taking key properties from its extensive content library to free-to-air and pay channels in the territory.

BabyTV is the world's leading baby and toddler network aired in 116 countries around the world and speaking 19 different languages. The channel creates and owns the rights to its entire library of original content and IP. BabyTV has also been branching out into consumer products based on its favorite series with home video (DVD) rights sold into more than 40 countries, direct-to-retail (DTR) collaborations and toys (plush), books and promotions launched in several countries across Latin America and Europe.

Sergi Reigt, CEO of Imira Entertainment says: "Imira Entertainment has a wealth of expertise in global distribution, and we look forward to taking the outstanding programming from both BabyTV and Scholastic - bringing their properties to even more families. Our commitment to our third party distribution business further underscored by the sales for two of our other recently acquired properties - **Cleo** and **Yoo-hoo & Friends**."

Ralf Kies, SVP Licensing & Content Sales at BabyTV comments: "BabyTV is a 360 degree brand and it is important to bundle merchandising and certain TV rights under one roof. We look forward to creating new touch points with our target group across Spain and Portugal building on Imira's expertise in developing children's entertainment properties"



Leslye Schaefer, Senior Vice President Marketing & Consumer Products, Scholastic Media says: "We are pleased to entrust Imira Entertainment with our key properties as we extend our relationship with them into Latin America."

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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 4,000 half hours of premium kids programs, including animated feature films.

About Baby TV:

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About Scholastic:

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and related services and children's media. Scholastic creates quality books and ebooks, print and technology-based learning materials and programs, magazines, multi-media and other products that help children learn both at school and at home. The Company distributes its products and services worldwide through a variety of channels, including school-based book clubs and book fairs, retail stores, schools, libraries, on-air, and online at www.scholastic.com