IMIRA ENTERTAINMENT MAKES WAVES IN LATIN AMERICA AHEAD OF NATPE

Raft of sales announced and Toonz Animation content debuts on Imira slate

Madrid, 13 January 2014: Imira Entertainment, Spain's leading production and distribution company specialising in kids & youth programming, has signed deals throughout Latin America for its catalogue titles ahead of NATPE 2015 market.

In Chile, Imira Entertainment has sold **Magic Beyond Words** (1 x 90'), a one-off biopic looking at the life of beloved Harry Potter author JK Rowling, to ChileVision, and Season 2 of the eco-conscious forest gang in **Yoohoo & Friends** (52 x 12') has been scooped up by Cartoon Network Latin America, while the first season of the show will air in Mexico through a deal with Canal Once. Imira has secured a renewal from local Chilean broadcaster UCV TV for classic animation **The Smurfs** (26 x 30'); and also sold its health-centred preschool series **Vitaminix** (104 x 2') to Chile's Novasur.

Horatio & The Plasticines (52 x 7'), a stop motion animation in which Horatio and his band of colourful friends learn about the world through song, has sold to US Hispanic network HITN, to Mexico's Canal Once, Señal Colombia and to Ecuador TV; while the happy-go-lucky island creatures in **Saari** (39 x 3') will continue to air on Canal Once in Mexico through a renewal deal. Spanish award-winning pioneering CGI feature film **The Living Forest** has been sold to Ecuador TV.

Imira Entertainment will also be representing for the first time this NATPE a range of its parent company Toonz Entertainment's properties. These include **Rat-a-tat** (156 x 7') – a friction fraught stand-off between household pets and a group of mice vying for territory, **HTDT** (52 x 11') a futuristic re-imagining of nursery rhyme character Humpty Dumpty which is currently in production; JK Rowling biopic **Magic Beyond Words** (1 x 90'); and animated comedy **Purple Devil** (26 x 2'). The Toonz catalogue, which Imira Entertainment now represents for worldwide distribution, also includes **Speed Racer: The Next Generation** (26 x 22'), a series of futuristic adventures that unite the classic fun of the original Speed Racer and the out-of-this-world excitement of virtual racing.

Commenting on the recent deals, Sergi Reitg, CEO of Imira Entertainment says: "Imira Entertainment is attending NATPE 2015 with incredible shows to offer, courtesy of both our partnership with Toonz and the strong catalogue of titles we have worldwide rights for. We are proud to be working alongside market leaders across the industry and continuing to grow as a company building on our strength in Latin America."

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Notes to editors:

Barcelona and Madrid based Imira Entertainment, a Toonz Entertainment owned company, is a leading European producer and distributor of top quality kids & youth programs. It creates innovative content 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.

www.imiraentertainment.com

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