



For Immediate Release:

## Kidobi and Distribution360 Announce New Content Partnership

Toronto, CANADA – June 2, 2011 — Kidobi and Distribution360 announced today a new content distribution partnership, which will bring popular children’s series *This is Daniel Cook* and *This is Emily Yeung* to Kidobi’s growing library of digital videos for preschool-aged children.

“We want to encourage children’s inquisitive nature and their sense of adventure. *This is Daniel Cook* and *This is Emily Yeung* are two series that do just that,” said Eric Sorenson, Director of Research & Content, Kidobi.

“We’re very pleased to be partnering with Kidobi, and look forward to bringing Daniel and Emily’s adventures to new preschool audiences within this safe online environment,” said Stéphanie Röckmann-Portier, Head of Sales, Distribution360.

Additions to Kidobi’s library include:

- *This is Daniel Cook* (131 x 6’): Daniel takes preschoolers on all of his exciting adventures, whether he is learning with Olympic gold medalists and zookeepers, or creating with award-winning musicians. Kids learn, create and explore with Daniel, a preschooler himself, who shares their interests and curiosity.
- *This is Emily Yeung* (65 x 6’): Sunny six-year-old Emily is host to a whole universe of discovery and adventures that enthrall and capture the imaginations of preschoolers with every spirited installment. Kids tag along with Emily as she explores, learns and creates with everyone from painters and musicians to politicians and rocket scientists.

\*Both series produced by marbledmedia and Sinking Ship Entertainment

A subscription to Kidobi provides a personalized playlist for each child based on their skills, interests, educational needs and more. By customizing playlists for each individual child, Kidobi ensures a unique and engaging experience for each viewer.

**Kidobi**, which is currently seeking Beta testers, was developed with experts in child development, education, psychology and children’s media. Kidobi creates personalized video playlists based on the educational needs and entertainment tastes of individual children. Henning Software Solutions, developer of Kidobi, is a Toronto-based software and web development production house. For more information, <http://www.kidobi.com/>

**Distribution360** is a forward-thinking distribution company that focuses on traditional media sales, while actively pursuing growth in the digital space, and offers Interactive Content Creation Services. Its mandate is the full monetization of television and interactive content on traditional and emerging platforms worldwide, with a focus on kids, drama and factual programming. Based in Europe, Stéphanie Röckmann-Portier leads Distribution360’s daily operations as Managing Director/Head of Sales. She brings 15 years of international content experience acquired through her previous roles as VP of Content Strategy & Acquisitions for online video service Joost, and VP of International Sales and Head of Factual Programming for Alliance Atlantis Communications Inc. Distribution360 was co-founded by two of Canada’s foremost production companies: marbledmedia and SEVEN24 Films.

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