



STUDIO100 MEDIA SIGNS DEAL WITH KIDS DIGITAL DISTRIBUTION PLATFORM KIDOBI

Munich/Toronto, November 30, 2011 – Studio100 Media GmbH, a subsidiary of Belgium's leading family entertainment group Studio100 today announced a new digital distribution agreement with content aggregator Kidobi.

The agreement gives the pre-school targeted streaming video platform digital distribution and VoD rights for several shows from its programming library for a three-year period commencing December 2011. The licensed titles include classic shows such as **Maya the Bee** (104 x 24 mins), **Tabaluga** (78 x 26 mins), **Lapitch** (26 x 30 mins), and **Art Alive** (50 x 4 mins).

In addition Kidobi has the rights to the pre-school 3D animation series **Vipo** (52 x 11 mins), **Florrie's Dragons** (52 x 10 mins) and the multi platform 3D and CGI quiz show **Kerwhizz** (26 x 22 mins).

Studio100 joins other top producers and distributors of preschool content in embracing Kidobi's unique online distribution platform. "With the addition of this terrific slate of new programming, Kidobi has established itself as a leading source of entertaining and educational shows for pre-schoolers," said Eric Sorenson, Director of Research & Content at Kidobi. "We are thrilled to partner with Studio100 to deliver classic children's programs and exciting new series to our growing audience."

Patrick Elmendorff, Managing Director of Studio100 Media added, "We are delighted to be partnering with Kidobi and offering this unique delivery platform a

number of shows from our program library. Parents and pre-schoolers will have access to our high quality shows on their video playlist and be secure in the knowledge that this online viewing tool is a safe place for kids to learn and be entertained on the Internet".

About Kidobi

Kidobi is a new, online preschool destination that creates tailor-made video playlists based on a child's age, interests and skills. Kidobi adapts to the child's skill level and preferences using technology developed with educators and child development experts. Kidobi software will automatically create customized, ad-free playlists, or parents can choose educational topics, set the difficulty level and search the Media Library themselves.

About Studio100 Media

Studio100 Media GmbH is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio100. The company develops and acquires new formats, is active as a co-producer and is also responsible for the global marketing of its own rights portfolio, as well as of third party programming.

In marketing its license rights the company pursues a global strategy within sectors ranging from licensing & merchandising, home entertainment through to stage shows and theme parks.

It is the objective of Studio100 Media to produce and market top-class, non-violent and, above all, entertaining children's programs and formats. In so doing, the company works on the basis of long-term partnerships, as well as project-based co-operations.

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