

For Immediate Release:

Fishtronaut Dives into Digital Distribution on Preschool Platform Kidobi

Toronto/Sao Paulo – April 3, 2012 – [Kidobi](#) and [TV Pinguim](#) today announced a partnership that will see the popular animated preschool series Fishtronaut available in the U.S. and Canada on Kidobi.com.

Fishtronaut is an environmentally-focused, educational preschool series produced by Brazilian animation studio TV Pinguim. In each episode, Fishtronaut and his friends explore the world's mysteries above and below water revealing fun and interesting facts about animals, the environment, and more in a unique and entertaining way. Children are encouraged to engage interactively by tapping and clapping along with Fishtronaut and his friends to discover clues and solve mysteries.

“Fishtronaut does a great job encouraging young viewers to interact with the show,” said Kidobi’s Director of Research & Content, Eric Sorenson. “It covers a range of topics related to ecology and the environment in a way that is accessible to preschoolers while encouraging respect for diversity. Best of all it’s a lot of fun.”

“Fishtronaut is already one of the most watched programs on Discovery Kids Latin America, now we’re very excited that kids in Canada will get to enjoy it using this great new platform.”

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NOTES TO EDITOR:

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.

Kidobi’s content library features preschool programming from top producers and distributors around the world, including BRB International, CCI Entertainment, Distribution360, Motion Pictures, Studio100 Media, Your Family Entertainment, and more. For more information about Kidobi’s content partners please visit [our website](#).

For further information regarding **Kidobi** please contact:

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About TV Pinguim:

TV PinGuim, Brazil’s most experienced and acknowledged animation company, was founded in 1989 by Celia Catunda and Kiko Mistrorigo to create entertaining, educational, distinctive and bold programming for children of all ages. TV PinGuim’s animation portfolio covers a diverse range of subjects from science/sci-fi to art and the environment. TV PinGuim’s biggest hit to date is the high-rating series Fishtronaut. For more information visit: www.tvpinguim.com

TV Pinguim

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