



For Immediate Release:

Kidobi Adds Preschool Content from Mondo TV to its Innovative SVoD Platform

Toronto, October 6, 2012 – Mondo TV has partnered with Kidobi to distribute several series in North America on the preschool SVoD platform. *Bug's Adventures* (13 x 13'), *Jurassic Cubs* (26 x 13'), *Toy Toons* (26 x 13') and *Turtle Hero* (26 x 26') will be available in the coming weeks on Kidobi.com, as well as Kidobi's mobile apps for iPad and Android devices.

Kidobi continues to establish itself as the most innovative children's platform on the web, creating tailor-made playlists for each and every viewer. Since its inception, Kidobi has drawn the attention of preeminent children's content producers around the world.

"We are thrilled to have a world leader in children's content recognize the value and potential in our platform. Our partnership with Mondo TV speaks to the momentum we've been building as top producers and distributors recognize the importance of digital distribution as part of their overall strategy," said Eric Sorenson, Director of Research & Content at Kidobi.

The announcement comes on the heels of Mondo TV's recent co-production and distribution agreement with Dubai Events and Promotions Establishment (DEPE) for the animated series based on the popular cartoon character 'Modhesh.

Mondo TV joins the ranks of top producers and distributors around the world who have partnered with Kidobi, including BRB International, CCI Entertainment, Distribution360, RGH Entertainment, Studio100 Media, Your Family Entertainment, and many more.

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NOTES TO EDITOR:

About Kidobi:

Kidobi is a new, online preschool destination that is on a mission to make screen time count. Kidobi creates tailor-made video playlists based on a child's age, interests and skills, adapting to each child's skill level and preferences using technology developed with educators and child development experts.

Designed to help busy parents ensure their child gets the right content at the right time, Kidobi gives parents peace of mind with a personalized learning channel for their child. For more information please visit www.kidobi.com.

About Mondo TV:

Mondo TV floated on the Italian Stock Exchange, with headquarters in Rome (ItaLy), is a Group comprised of nine companies. Considered a leader in Italy and among the top names in Europe in the production and distribution of animated TV series and full-length features for TV and cinema, the Group is also active in related sectors such as music, multimedia, publishing and merchandising. For more information, visit: www.mondotv.it.