



Formula Fun Entertainment announce m4e AG as global distribution partner

Cheshire, UK. 6th December 2010. Formula Fun Entertainment Ltd (FFE), the television production company responsible for creating *Franco and Formula Fun* (working title) is delighted to announce that German m4e AG has been appointed the exclusive agent for worldwide distribution of the rights of the programme.

The new 52 x 11 min CGI animated television series, aimed at 3-7 year olds, won the 2009 MIPJunior 'Licensing Challenge' Award and has pre-sales agreements to 28 countries. The first episodes are scheduled to air in Spring 2012.

Franco and Formula Fun is an innovative new children's property aimed a 3-7 year olds. The global adventures of *Franco and Formula Fun* take children on a voyage of discovery about the world in which we live. There is one great BIG world out there and *Franco and Formula Fun* will bring that world down to knee high level so kids can immerse themselves in the sights, sounds and sensations of each country. Six year old Franco and his transforming superpower car friends travel the world, seeking fantastical adventures.

The m4e Group will distribute the television and home entertainment rights through its subsidiary company Telescreen B.V. based in Hilversum, The Netherlands. The consumer products side of the business as well as the brand management will be handled by m4e AG based in Munich, Germany.

Marina Nicholas, CEO of FFE Ltd and creator of *Franco and Formula Fun* said, 'We are delighted to have m4e as our global distribution partner. Their wealth of experience in this area makes them an ideal partner to grow the *Franco and Formula Fun* brand globally over the coming years.'

Hans Ulrich Stoef, CEO of m4e Group comments, 'we are excited about our partnership with FFE and where taken immediately by the power of the concept. It is unique and combines education and fun in a perfect manner for all pre-school kids worldwide'.

For further information please contact:

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Note to editors:

About Formula Fun Entertainment:

Formula Fun Entertainment (FFE) is the rights holder responsible for the creation, development and production of the children's IP, *Franco and Formula Fun*. The Bafta and Emmy award winning team have over 75 years experience in bringing globally appealing children's brands to market. Preview the award winning trailer at www.francoandformulafun.com. In the last year, the company has won 3 awards recognising leadership, innovation and creativity. The awards include '2009 MIP Junior 'Licensing Challenge'', '2010 Cheshire Business Start Up Award', '2010 Women in Business Award' of the Year' and a finalist for the '2010 Innovative Business Award.'

About m4e AG:

m4e AG is an internationally acting and integrated brand management and media company, which in accordance with its own motto "made 4 entertainment" is involved in the development, setting up and marketing of brands and characters (IP rights).

Business segments of the media group, which includes the Netherlands' Telescreen B.V. as well as Tex-ass Textilvertriebs GmbH in Essen, comprise primarily movie and TV production, world distribution of movie and TV rights, as well as exploitation of rights in the areas of home entertainment (video/DVD), licensing & merchandising, publishing, interactive and new media. With its divisions "FACES & NAMES" and "it's fun. music" m4e develops medially supported marketing concepts for brands and



personalities as well as powerful and effective media and music cooperations for the German TV station RTL II among others. A further business segment is the production and distribution of trend products from the sphere of fashion and accessories.

Through all of these activities, m4e media group is in the position to offer everything from a single source – from the development of an idea right up to the finished product and thus attaining virtually a unique position in the international media and entertainment market.