



BEYBLADE spinning to the top in Germany

The "BEYBLADE: Metal Fusion" spinning tops, with over 500,000 units sold to date, are number one among the toy products in Germany, while the TV series itself attains top viewing rates of up to 35%. Supported by a strong TV and online presence, and along with the existing products, many more new ones will expand the licensing programme in 2011.

Höhenkirchen/Munich, 8th December 2010: The comeback of the brand "BEYBLADE: Metal Fusion" marketed by the brand management and media company m4e AG and toy manufacturer Hasbro is in full swing. The speedy, colourful spinning tops are the number one toy in the German charts (NPD Eurotoys, KW 45, Total Market Top Items Units). Since September many more than 500,000 spinning tops have already been sold, with some traders reporting they had completely sold out, and Hasbro can only just satisfy the high demand from the traders and "BEYBLADE" fans.

'The enthusiasm from the young fans goes far beyond even our boldest expectations! "BEYBLADE" is a mega-topic whose world of brands we will even further expand in 2011.' comments Markus Großweischede, marketing director of Hasbro Germany, about the sales success of his products. A new toy-products line with further spinning tops including accessories will be on the market by the autumn of 2011.

The animation series from d-rights Inc. and Nelvana Enterprises, which has been broadcast weekdays since 13th September on the German Nickelodeon programme, achieved top viewing figures of up to 35% in the target group (boys, 6-13 years, according to the GfK/AKF consumer research group TV panel) and is watched daily by up to 110,000 children. The 51 episodes of the current season will be repeated from February 2011 by Nickelodeon and the broadcaster has a keen interest in broadcasting a new season with a further 51 episodes from September 2011. The

toys and the TV series are promoted all year round via TV advertising and online presence (e.g. www.beybladebattles.com).

The licensing programme for "BEYBLADE: Metal Fusion" continues to further expand: Since October 2010 Egmont vgs is successfully publishing the Manga comic books to the series, Konami has had games, developed by HUDSON SOFT, out for Nintendo DS and Wii since mid-November which after two weeks are on position 6 respectively position 10 in their charts (media control GfK International), and in January 2011 Panini will bring the magazine onto the market. In the spring of 2011, textiles and accessories by Van der Erve and a home & living collection by Belltex will follow, and by midyear a separate "BEYBLADE" shoe-line by Leomil comes onto the market.

Höhenkirchen-Munich, 8th December 2010

m4e AG – Executive Board

Links:

www.m4e.de

www.beybladebattles.com

About m4e AG:

m4e AG is an internationally active 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 also 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 their 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.

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