



m4e appointed merchandising agent for Babar brand in German-speaking Europe

Höhenkirchen/Munich, 25th January 2011: The Munich-based brand management and media company m4e AG has been appointed by Nelvana Enterprises and The Clifford Ross Company as a merchandising agent for the Babar brand. In German-speaking regions of Europe, including Germany, Austria and Switzerland, m4e AG will be responsible for the development of the Babar merchandising program based on the classic Babar brand, as well as for the new CGI-animated TV series, "Babar and the Adventures of Badou".

On June 11, 2011, at 18:15, "Babar and the Adventures of Badou" will celebrate its premiere in Germany on the KI.KA channel, and is set to broadcast at the same time daily. Universum Film will distribute the DVDs for this series in the German-speaking regions.

The stories of Babar the elephant have fascinated children for 80 years, with over 1,000 titles and 12 million books sold. The beautifully illustrated books by Jean de Brunhoff and his son Laurent are children's classics that for generations have maintained their enormous popularity, and were developed into feature films, as well as a successful animated series from the 1980s that still broadcasts in 30 languages and in over 160 countries.

In the new series, "Babar and the Adventures of Badou", Badou is the grandson of Babar (the King of Celesteville) and his heir apparent. He experiences many exciting adventures in the King's Court and in the nearby jungle, along with his precocious group of friends. If there are any big problems for Badou to solve, Babar is always by his side to share an ounce or two of wisdom. In a playful and entertaining way, the new TV series teaches children values regarding family and friendship,

including respect, courage and trust, and at the same time bridges the gap between young and old, serving as perfect family entertainment.

In France, "Babar and the Adventures of Badou" is already an elephantine success with more than 30 licensees onboard, including partners such as Lansay (toys), Hachette (publishing), Smoby-Simba (outdoor, balls and sandbox toys), TF1 Games (board games and puzzles), Nouvelles Frontières (hotel resort) and more. m4e AG is in discussions with various licensees in Germany, Austria and Switzerland and will be announcing new partners soon.

Höhenkirchen/Munich, 25th January 2011

m4e AG – Executive Board

Links:

www.m4e.de

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. A further business segment is the production and distribution of trend products from the sphere of fashion and accessories.

Through all of its activities, the 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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