

m4e AG acquires TV-Loonland properties

Höhenkirchen/Munich, 5. April 2011: The Munich-based brand management and media company m4e AG has acquired the available back catalogue of former TV Loonland AG out of the bankruptcy trust. The extensive package of rights was purchased directly from the insolvency administrator by its subsidiary m4e Television GmbH and contains more than 1,400 episodes of animation and live action programme, as well as 22 feature and short films. Among the acquired rights are well-known programmes such as "The Cramp Twins", „Babar (2D)", "Letters from Felix", "Rudi & Trudi", "Mowgli – The New Adventures of the Jungle Book", "Little Ghosts", "The Beginner's Bible", "Connie the Cow", "Lion of Oz", "Rainbow Fish", "Yvon of the Yukon" and many more.

With this acquisition the m4e group expands its portfolio of rights to more than 900 hours of animation and live action programme. The national and international distribution will be handled by m4e AG and its subsidiary Telescreen B.V.

„For us this trade is of great significance, particularly regarding the digital and online strategy of the m4e group. Along with our new original productions and latest acquisitions, the TV Loonland library will give us a very balanced portfolio of rights for the national and international markets" comments Hans Ulrich Stoef, CEO of the m4e AG.

Höhenkirchen/Munich, 5. April 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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