

MIFFY hits the big screen

Höhenkirchen/Munich, 5th July 2011: Miffy, the beloved white rabbit created by Dutch author and illustrator Dick Bruna, gets her own movie, being a logical sequel to the popular "Miffy and Friends" puppet animation series that is successfully broadcasted worldwide.

Telescreen Filmproductions, a division of Telescreen B.V. - a subsidiary of the German brand management and media company m4e AG - and Mercis, who manages the rights to the work of Dick Bruna, have joined in this project with Warner Bros. Netherlands and Dutch public broadcaster KRO Television. The production of this feature film is supported by the Netherlands Film Fund and CoBO Fonds, who are both involved in an animated film project for the very first time. The development of the film has been supported by the MEDIA Programme of the European Community.

Shooting of Miffy's first feature film has already started in collaboration with A.Film Production in Denmark and a team of stop motion animators in Latvia. The director of "Miffy the Movie" is Hans Perk from the Netherlands, while the script has been written by American screenwriter James Still. Production of the film will be finished in 2012 and it's expected to be ready for a worldwide theatrical release by beginning of 2013.

"Miffy the Movie" will be targeting at pre-schoolers and promises to be an unforgettable first cinematic experience. Due to many happy songs in the movie, the children's parents and grandparents will also have a lot to enjoy. In the movie, Miffy and her friends go on a treasure hunt through the zoo and experience all sorts of adventures. The film responds to favorite topics within its target group, such as animals, colors, shapes and sounds, and will combine all of the hallmarks that have already been proven to work on TV for the latest 3D series "Miffy and Friends" (78 x 5') and several specials.

Höhenkirchen/Munich, 5th July 2011
m4e AG – Executive Board



made for entertainment

press information

Links:

www.m4e.de

www.telescreen.nl

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.

About Telescreen:

Dutch Telescreen produces, distributes and exploits high quality kids TV series since 1983. Animated series such as 'Miffy', 'Moomin' and 'Alfred J. Kwak' have become classics, renowned and loved throughout the world.

The international licensing department manages and develops the merchandising programs of animated properties worldwide, such as 'Frog & Friends' and 'Lizzie McGuire'. As licensing agent, Telescreen also represents some of the world's major entertainment companies in the Benelux territory, such as: BBC Worldwide (*Teletubbies, Charlie & Lola, In the Night Garden*), Turner Entertainment (*Ben10, Bakugan, Powerpuff Girls*), TV Loonland (*Little Princess*), Chapman Entertainment (*Roary the Racingcar, Fifi & the Flowertots*) and Aardman Animations (*Shaun the Sheep, Timmy Time*).

Since December 2008, Telescreen is incorporated into the German [m4e Group](#), a Brand Management & Media Organisation with a 360° approach; specialized in developing, producing, distributing and merchandising high value brands/intellectual property rights.

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