



MEDIA RELEASE

GUESS HOW MUCH I LOVE YOU TO HAVE ITS WORLD PREMIERE ON DISNEY JUNIOR IN AUSTRALIA AND NEW ZEALAND THIS FATHER'S DAY

SYDNEY, AUSTRALIA, July 14, 2011...

The much anticipated preschool animated series ***GUESS HOW MUCH I LOVE YOU — The Adventures of Little Nutbrown Hare*** from SLR Productions will have its world premiere on Disney Junior in Australia and New Zealand this Father's Day, Sunday, September 4, 2011, at 4:30 p.m., exclusively on the FOXTEL and AUSTAR platforms in Australia and SKY NZ in New Zealand.

The animated series, featuring 52 11-minute episodes, is the first-time adaptation of the best-selling classic, "GUESS HOW MUCH I LOVE YOU", and relates the adventures of the Nutbrown Hare family and their friends with the same endearing simplicity and love that has made the book timeless. For over 15 years, this memorable picture book about a father and son's efforts to measure how much they love each other has enchanted children and adults the world over.

"We are extremely proud ***GUESS HOW MUCH I LOVE YOU — The Adventures of Little Nutbrown Hare*** will have its world premiere launch on Disney Junior in Australia and New Zealand this Father's Day. The series has a beautiful message of love between a father and son and is filled with friendship, laughter and discovery, making it an ideal fit for the channel. We are thrilled the show will be in the hearts and homes of Aussie and Kiwi families", said Executive Producer, Suzanne Ryan.

"Disney Junior's programming features unparalleled storytelling and timeless characters, while also blending learning and developmental skills, and ***GUESS HOW MUCH I LOVE YOU — The Adventures of Little Nutbrown Hare***, with its heart-warming stories and classic animation, sits perfectly on the channel", said Leisa Sadler, General Manager, Branded Media Content, Disney Channels Australia and New Zealand. "In addition, we're very excited to be involved in such an important local production and to see it premiere globally in our market".

Always ready to play and laugh, Little Nutbrown Hare bounds through his days with a twitching curiosity. The ever patient Big Nutbrown Hare lovingly leads his son on journeys of discovery about the joys that nature holds. Inquisitive Little Field Mouse and mischievous Little Grey Squirrel often join them on adventures and not too far away they might encounter clever Little Redwood Fox or Little White Owl with her tall tales of mystery and magic. Together they explore the meadows, forests and streams, playing, laughing, and discovering the wonder that the world holds.

GUESS HOW MUCH I LOVE YOU — The Adventures of Little Nutbrown Hare keeps love as the major theme and each adventure in the series has a particular season as its backdrop —the wildflowers of Spring, the long, lazy days of Summer, the brilliant colours of Autumn or the frozen landscape of Winter.

The picture book, written by Sam McBratney, illustrated by Anita Jeram and published by Walker Books, has become an international publishing phenomenon, selling more than 26 million copies worldwide.

To coincide with the broadcast Walker Books Australia will release an exquisite keep-sake *Guess How Much I Love You 'The Pop Up Edition'* in October (\$29.95).

To date, the animated series has been picked up for broadcast in Germany, Canada, Finland and Sweden. The series will also be seen on Disney Junior in the United States.

GUESS HOW MUCH I LOVE YOU — The Adventures of Little Nutbrown Hare is co-produced with Scrawl Studios in Singapore and German broadcaster, KI.KA and ARD's HR (Hessischer Rundfunk). CCI Entertainment holds the worldwide distribution and licensing rights in Latin America, Asia, Middle East and Africa for the series.

SLR PRODUCTIONS

SLR Productions is one of Australia's leading and Emmy Award winning children's entertainment companies that specializes in the creative development and production of world-class children's entertainment programmes. Executive Producer Suzanne Ryan established SLR as an independent production company in 2003 and, since then, has been sourcing and developing significant properties for the international children's market. With more than 60 hours of content sold in over 50 countries around the world, SLR Productions continues to create hit shows with truly global potential. SLR Productions is owned by Suzanne Ryan and South Pacific Pictures.

www.slrproductions.com

About Disney Junior:

The newly branded, learning-focused Disney Junior reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. Disney Junior's programming invites parents, grandparents and caregivers to join children in the Disney experience of magical, musical and heartfelt stories and characters, while incorporating specific learning and development themes designed for kids age 2-7. Disney Junior's animated and live action series blend Disney's unparalleled storytelling and characters kids love deeply with learning, including early math, language skills, healthy eating and lifestyles, and social skills.

www.disneyjunior.com.au

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