



m4e appoints Ink Brands as agent for "Mia and me[®]" for Nordic, CIS and Eastern Europe

Höhenkirchen/Munich, 13th September 2011: The Copenhagen-based brand licensing specialist Ink (formerly known as Kidz Entertainment) has been appointed by the German m4e Group as a licensing & merchandising agent for the Lucky Punch production "Mia and me[®]". Ink will be responsible for the development of the merchandising program for the TV series (which is a unique hybrid of live action and CGI animation) in the Nordic, Baltic and CIS territories as well as in Eastern Europe.

"Mia and me[®]" is currently produced by Lucky Punch GmbH (a joint venture between m4e AG and Gerhard Hahn), in co-production with Rainbow S.p.A. and March Entertainment as well as m4e AG, Hahn Film, ZDF German Television Network and Rai Fiction. The TV-series made its market debut at last year's Mipcom, after becoming the most requested programme at MipJunior.

"We are very excited to be representing "Mia and me[®]," says Ink CEO Morten Geschwendtner, "the property offers huge potential in licensing terms and we will be working closely with the team at m4e to build on this to produce a strong and diverse programme."

Hans Ulrich Stoef, CEO of m4e AG and General Manager of Lucky Punch, notes, "We are delighted to be working with such an experienced and thriving partner when adding Ink to the band of license partners in order to develop "Mia and me[®]" into a successful international brand. Especially in Eastern Europe we already have a strong TV coverage. The recent nomination of "Mia and me[®]"

for the MipJunior Licensing Challenge 2011 is another important sign that this TV-series has a huge licensing potential".

The international distribution of rights of "Mia and me®" is via m4e AG as well as through its subsidiary Telescreen B.V. and the co-production partner Rainbow S.p.A.. Production of the 26 episodes of the first season will be completed by the end of 2011, and a second season with 26 further episodes is already in development. "Mia and me®" is expected to celebrate its international TV premiere in spring of 2012.

Höhenkirchen/Munich, 13th September 2011

m4e AG – Executive Board

Links:

www.m4e.de
www.ink-brands.com
www.mia-and-me.tv

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 Ink:

Formerly known as Kidz Entertainment/EEMC, **Ink** is the leading integrated brand marketing agency in the Nordic region and Eastern Europe and has also made significant in-roads into the Russian market. With headquarters in Copenhagen and offices in Moscow, Prague, Warsaw, and Budapest, the company is able to provide a global perspective combined with significant regional knowledge and expertise.

The company specialises in brand development, licensing and promotion for the entertainment business and represents a number of high profile properties, including Smurfs, Lego, Thomas The Tank Engine, Star Wars, The Simpsons, and the Ice Age movie franchise, and works with partners across a wide range of categories.

Contact

m4e AG
Public Relations

Josef Hofer

m4e AG
Investor Relations

Susan Hoffmeister

press release

Altlaufstr. 42
85635 Höhenkirchen-Siegertsbrunn,
Germany

T +49-8102-99453-55
F +49-8102-99453-69
E-mail hofer@m4e.de

Altlaufstr. 42
85635 Höhenkirchen-Siegertsbrunn,
Germany

T +49-8102-99453-0
F +49-8102-99453-69
E-mail ir@m4e.de