



“Mia and me[®]” wins MipJunior Licensing Challenge 2011

Höhenkirchen/Munich, 4th October 2011: “Mia and me[®]”, produced by Lucky Punch GmbH – a joint venture between m4e AG and Professor Gerhard Hahn from Hahn Film, has won the 8th annual MipJunior Licensing Challenge.

The highly ambitious production “Mia and me[®]” faced strong competition such as “Justin Time” from Canada or “Let’s Get Inventin’” from New Zealand. For the first time ever a production created and developed in Germany has won this award.

The Licensing Challenge is an international competition for new TV programmes, seeking out the hottest kids’ properties with the greatest licensing and merchandising potential. Out of more than 80 entries, a panel of judges that included representatives of Mattel, Zinkia Entertainment, Stella Projects, Exim Licensing and Chorion, chose five finalists that were presented in live pitches at the Martinez Hotel in Cannes last Saturday. The properties’ originality, visual and story elements as well as distribution and broadcast plans were also taken into consideration by the judges.

“Mia and me[®]” is a unique fantasy adventure, a hybrid of live action and CGI animation and the first brand ever clearly focussing on unicorns. The story begins when 12 year old girl Mia finds herself hurled into the wondrous world of Centopia, a kingdom full of unicorns, elves, pans and dragons. But Centopia is in danger and Mia – now an animated elf - must find the strength within herself to save the unicorns – and an entire world.

The TV-series is currently produced by Lucky Punch GmbH (a joint venture between m4e AG and Gerhard Hahn), in co-production with Rainbow S.r.l. 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.

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.r.l.. 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, 4th October 2011

m4e AG – Executive Board

Links:

www.m4e.de

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.

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