



PRESS RELEASE

GORMITI TV SERIES HITS RUSSIA ON CHANNELS TV3 AND 2X2 THROUGH PLUS LICENS

PLACE / DATE

Plus Licens and Giochi Preziosi are proud to announce that the first two seasons of Zodiac Kids/Marathon Media's *Gormiti* television series are now hitting Russian TV channels TV 3 and 2x2. The series will launch on October 27 on TV3, to broadcast on a Tuesday - Friday morning slot. Launch on 2x2 is scheduled for November 8, to air daily at lunchtime.

Based on the successful toy franchise from Giochi Preziosi, Zodiac Kids' *Gormiti* is a 65 half-hour episode blend of magic, epic legend and comedy. The series consists of three seasons: *Gormiti: The Lords of Nature Return!*, *Gormiti: The Supreme Eclipse Era*, and *Gormiti: The Neorganic Evolution*.

Maria Ornryd, Media Director at Plus Licens HQ says: "We are happy to bring the *Gormiti* TV series to two important Russian channels. While *Gormiti* is among those properties that have managed to grow directly into the heart of their target group through their own imaginative power and collectability element, the television series has already proven successful in helping the property grow further in several international territories."

Paul Tush, General Manager of Plus Licens Russia adds: "We already have a growing merchandising program in Russia, and the popular line of toys and play sets combined with new TV transmissions on powerful broadcasters should provide a fertile ground for further *Gormiti* growth."

Graziano Delmaestro, licensing director at Giochi Preziosi, concludes: "We are very happy to have all the ingredients present for *Gormiti* in Russia. With strong TV platforms, Gulliver to distribute the Toy line, AST for editorial line and many other categories of products in discussion for launch in 2012, Plus Licens has pulled together for a great *Gormiti* package that will bring with it success in Russia."

The original *Gormiti* toys are 3D mini figurines and action figures of fantasy creatures, each packed with a card that provides the profile and personality of the character. The property is developed by Italian toy powerhouse, Giochi Preziosi, and the first toy lines were launched in Russia in March 2009. The licensing program in Russia/CIS includes AST for Magazine, Publishing, paper based stationery, trading cards, story, activity and coloring books; Trefl for puzzles, games and cards; World Sweets for candy with premiums and Gulliver with BTS bags and textiles.

Zodiac Kids owns worldwide TV distribution rights to *Gormiti*. Licensing and Merchandising are handled by Zodiac Kids in France, and by Giochi Preziosi – in conjunction with Zodiac Kids – for the rest of the world, through a network of agents.

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About Plus Licens

Plus Licens is Europe's largest independent licensing company. Founded in 1977, Plus Licens has a licensing know-how of more than 30 years, working with the majority of the world's most successful licensors. From our head office in Stockholm, Plus Licens co-ordinates a number of offices - Plus Licens Nordic, Plus Licens Poland, Plus Licens Russia, Plus Licens Ukraine, Plus Licens Prague, Plus Licens Budapest, Plus Licens Bucharest and Plus Licens & Design Paris. The business consists on one hand of the movie- and TV-driven Entertainment Properties and on the other of the fashion-driven Design Rights. For further information, please contact:

Plus Licens AB, Box 3229, SE-103 64 STOCKHOLM, Sweden, www.pluslicens.com
Maria Ornyrd, Media Director, Plus Licens AB
+48-(0)8-545 139 00 - maria.ornryd@pluslicens.se

About Giochi Preziosi Group

Founded in 1978 by Enrico Preziosi, the Giochi Preziosi Group, is today one of the world's leading companies in the toy market and the unrivalled market leader in Italy. In addition to the production and distribution of a wide range of toys, Giochi Preziosi has implemented many years an important diversification process that has led to outstanding business results in a variety of other sectors including food, apparel, retail and childcare products. Headquartered in Italy, Giochi Preziosi has embarked upon a path of international growth by creating subsidiaries in key European markets over the years, and now the company is present in France, Greece, Spain, UK, Germany and Turkey, asserting globally its successful business model. In January 2008 the company also established a direct presence in the United States with the firm objective to develop and leverage its properties in the largest toy market in the world. Giochi Preziosi currently employs over 2500 people and the turnover of fiscal year 2010 was €939,900,000.

GIOCHI PREZIOSI contacts

Massimo Morigi
+39 02 964751
morigi@giochipreziosi.it

MEDIA ENQUIRIES: Evolution PR Ltd

Michele Bates
+44 (0) 1327 701 702
Michele@evolution-pr.co.uk

About Zodiak Kids

Zodiak Kids is the brand new division which sees all of the Zodiak Media Group's kids production, licensing and distribution entities combined under one united banner. Zodiak Kids incorporates Zodiak Media Group's dedicated kid's production companies: Marathon Media; Télé Images; Zodiak Active Kids Entertainment Division and The Foundation as well as Zodiak Rights' Kids TV sales division. The newly formed division had a combined yearly output of over 350 episodes of brand new programming in 2010. www.zodiakkids.com.

About Marathon Media

Marathon Media is one of France's biggest animation producers, and one of the world's leading cartoon studios. Based in Paris, the company is managed by Vincent Chalvon Demersay and David Michel. Amongst its portfolio of international successes are Redakai, Rekkitt Rabbit, Gormiti, Spiez, Monster Buster Club, Martin Mystery, Marsupilami, and of course the smash hit series Totally Spies! Each brand's extraordinary track record in TV extends into merchandising, with activity across categories such as toys, home entertainment, multimedia, stationery, publishing and many more. Marathon Media is part of Zodiak Kids, the new division which sees all of the Zodiak Media Group's kids production, licensing and distribution entities combine under one united banner. www.marathon-media.fr

ZODIAK KIDS / MARATHON MEDIA

Valérie Tailland +33 1 53 10 91 32
valerie.tailland@zodiakmedia.com
The Zodiak Kids Press Office + 44 020 7013 4428 / 4368
press@zodiakrights.com