

PRESS RELEASE

Schelle, October 17th 2011

“Maya the Bee is running internationally”

Group are delighted to announce their global partnership on children’s footwear for the new “Maya the bee” 3D. Leomil/Cortina Group will develop a full range of Maya branded footwear for boys and girls aged 3 to 9 in EMEA, Eastern and Central Europe, Scandinavia, Turkey, Israel, South Africa as well as Australia and New Zealand. The line will be launched from 2013 onwards upon broadcast of the new Maya CGI series. As the market leader of licensed shoes for children, Leomil was awarded “Top Global Licensee” by License!Global in 2010 in recognition of its first-class customer, service, correctly priced products as well as trendy items. Combining this top licensee with its extensive international presence will reinforce Maya the Bee brand expansion internationally and add to the already strong base of 160 licensees. “Having such an emblematic group come on board with our Maya the Bee licensing program truly helps us raise our profile internationally. We are very proud of this first partnership with Leomil and hope that it will pave the way for a successful story” says Marie-Laure Marchand, Director of International Licensing, Studio 100. “We are very happy to begin working with one of the most successful companies in the entertainment industry in recent years and trust that our Maya agreement will be the starting point for a long and fruitful collaboration between our two groups”; says Albert Milhado, CEO of the Leomil Group.

Studio 100 Group

Studio100 was founded in 1996 by Gert Verhulst and Hans Bourlon in Belgium and has grown to a unique, international family entertainment company with sound reputation. Its mission is to provide integrated overall concepts of high quality and creative family and kid’s entertainment all over the world, in a highly imaginative, safe and accessible way. The integration of various media forms is one of the most remarkable features of the company. The foundation of Studio 100 are content drivers going from the more classic audio & video, over books, magazines, interactive websites, newspaper columns, home entertainment, feature films, live entertainment (theatre & musicals), and content support such as merchandising & licensing, distribution all the way to theme parks. It is this pallet of complementary activities, combined with a clear long term local and international vision, that drives Studio 100’s successes.

For further information, please visit the company’s websites:

www.studio100.tv • www.studio100animation.com

About the Leomil Group



Leomil, a licensing company, is a full-service footwear and fashion marketing source for major retailers and brands in Europe. Long-standing experience in this field has made the company a specialist and European leader in the development and distribution of a whole range of footwear and apparel. Leomil Group reacts promptly to market cues and opportunities. Leomil is heavily involved in acquiring the newest licenses, which gives the company an opportunity to market footwear and apparel programs to various levels of retail distribution in Europe. All Leomil’s products have been carefully designed and produced by its own design departments.

