



m4e AG new licensing agent for LITTLE PRINCESS

Höhenkirchen/Munich, 20th October 2011: The German brand management and media company m4e AG extends its pre-school section with the merchandising rights for the hit pre-school property "Little Princess" (65 x 11'). Licensor Zodiak Kids, part of the Zodiak Media Group, invited agents to pitch for the rights for the German-speaking territories and was highly convinced by m4e's concept. So the German merchandising specialist was assigned to expand the licensing programme for this popular brand. The merchandising in Benelux is already handled by m4e subsidiary Telescreen B.V. thus the m4e group is now able to offer extensive rights to the little princess.

"Little Princess" is based on the books by author and illustrator Tony Ross, being awarded several times and published in more than 30 countries. The first two seasons of the british TV-series are broadcasted in Germany by KI.KA since 2007, gaining top ratings frequently. A third season is about to be getting off the starting blocks. The German merchandising programme consists currently of DVDs (Foreign Media Group), audio books of season 1 (Edel Kids), a monthly magazine (Panini) and puzzles (Ravensburger). m4e is now planning to extend the existing programme with partners from the areas of apparel, toys and stationary in the first step.

Hans Ulrich Stoef, CEO of m4e AG adds. „We are very proud of working with Zodiak Kids on this high-quality property. We're excited at the prospect of managing the programme for further growth and looking to meet with existing and prospective licensees at the Licensing Market in Munich."

Höhenkirchen/Munich, 20th October 2011

m4e AG – Executive Board

press information

Links:

www.m4e.de
www.zodiakkids.com

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 Zodiac Kids:

Zodiac Kids, the brand new division which sees all of the Zodiac Media Group's kids production and distribution entities combined under one united banner. Zodiac Kids incorporates Zodiac Media Group's dedicated kid's production companies: Marathon Media; Télé Images; Zodiac Active Kids Entertainment Division and The Foundation as well as Zodiac Rights' Kids & Family TV sales division.

The newly formed Zodiac Kids production companies had a combined yearly (2010) output of over 350 episodes of brand new programming.

Contact

m4e AG
Public Relations

Josef Hofer
Altlaufstr. 42
85635 Höhenkirchen-Siegertsbrunn,
Germany

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

m4e AG
Investor Relations

Susan Hoffmeister
Altlaufstr. 42
85635 Höhenkirchen-Siegertsbrunn,
Germany

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