



MEDIA RELEASE

THE SEVEN NETWORK PICKS UP INTERNATIONAL CO-PRODUCTION “TEENAGE FAIRYTALE DROPOUTS”

SYDNEY, AUSTRALIA, November 3, 2011...

Australia's most-watched broadcast television network, the Seven Network, has picked up the international co-production, “*Teenage Fairytale Dropouts*” for broadcast in 2013.

The 52 x 11 minute series between Anima Estudios, SLR Productions, Home Plate Entertainment and Telegael tells the story of Jeremiah, Fury and Trafalgar, three best friends and second generation fairytale characters who are determined to be themselves – no matter what their well-known fairytale parents think about it.

“We are thrilled this truly global co-production has been picked up by the Seven Network for Australian broadcast. Aussie kids will connect with the series – it is fun and quirky. It is a fresh spin on timeless classic characters that we all know and love,” said Executive Producer and CEO of SLR Productions, Suzanne Ryan.

Jeremiah may be the son of The Giant from Jack and the Beanstalk but that doesn't mean he's going to follow in his father's enormous footsteps, stomping villages and eating people. Besides, he still has some growing up to do, literally. Jeremiah may be a tween but he's still waiting for his “giant” growth spurt.

And Fury may be the daughter of the Tooth Fairy but dental remuneration is not in her future — “way too creepy”. Plus, there's the embarrassing fact that her fairy wings haven't...ah... sprouted yet. Then there's Trafalgar, one of Merlin's many nephews, who actually has potential — if he just didn't lack so much focus in his hocus pocus.

Together this trio is out to prove that even in the wacky, up-side-down, unexpected world of Fairytale Estates - you can be your own giant, fairy or wizard - as long as you have your friends along for the “souped-up” pumpkin carriage ride of your life.

A high-definition flash-animated series, “*Teenage Fairytale Dropouts*” is slated for international broadcast release in 2013.

CCI Entertainment recently signed on for the international distribution of the series.

ANIMA ESTUDIOS

Founded in 2002, Anima Estudios is the largest studio in Latin America, boasting some 115 employees. Anima's extensive work in animated series for television includes "Cascaritos" and "Poncho Balón." And, with over 100 episodes completed, the studio continues to produce the hugely popular animated show, "El Chavo." Long-format co-productions include "Kung Fu Magoo" with Classic Media and "Gaturro," with Illusion Studios. The studio just released "Top Cat: The Movie" in theatres throughout Mexico where the feature topped the box office charts.

www.animaestudios.com

SLR PRODUCTIONS

SLR Productions is one of Australia's leading and Emmy Award winning children's entertainment companies that specializes in the creative development and production of world-class children's entertainment programmes. Executive Producer Suzanne Ryan established SLR as an independent production company in 2003 and, since then, has been sourcing and developing significant properties for the international children's market. With more than 70 hours of content sold in over 100 countries around the world, SLR Productions continues to create hit shows with truly global potential. SLR Productions is owned by Suzanne Ryan and South Pacific Pictures.

www.slrproductions.com

HOME PLATE ENTERTAINMENT

Home Plate Entertainment (HPE) is the new Studio launched in 2010 by animation industry veteran Bill Schultz. HPE recently announced its first new series, "Wild Grinders", a 26 half hour skein for Nicktoons. Working with a small group of key top level talent, HPE's paradigm is flexibility and collaboration, based in Los Angeles, it is positioned to offer a range of top level Production, IP Development, Financing, Exec Producing, and Distribution services to its partners and clients, on a "custom fit" basis." Schultz is a four-time Emmy award winning Animation industry veteran well known for producing a wide range of hit programs, from "The Simpsons", "King of the Hill", "Garfield & Friends" to "Ed, Edd & Eddy" and "Scholastic's Clifford the Big Red Dog", Mattel's re-launch of "He-Man Masters of the Universe", and Moonscoop/ Cartoon Network's Hero 108.

TELEGAEL, IRELAND

Telegael is one of Europe's leading animation and television production houses. Established in 1988, the multi Emmy® and IFTA award-winning studio works with international producers, distributors and broadcasters to co-produce and finance animation and live-action series for the global market. Telegael's partner list contains leading names in global broadcasting including Disney, Cartoon Network, TF1, Super-RTL, Kika, BBC, Nickelodeon, PBS Sprout and ZDF. Telegael has co-produced more than 700 hours of television. Its productions have been distributed to over 150 territories and translated into more than 40 languages.

CCI Entertainment Ltd. (Cambium Catalyst International)

CCI's children's library includes such shows as, *Harry and His Bucket Full of Dinosaurs*, *Artzooka!*, *GeoFreakZ* and *Turbo Dogs*. CCI Entertainment continues to be an industry leader by developing and distributing content that entertains, engages and fuels imaginations.

CCI Entertainment is one of Canada's leading independent production, distribution and licensing companies with a successful track record spanning twenty five years. CCI has been particularly recognized in the area of family television, lifestyle programming, documentaries and movies having been responsible for thousands of hours of award-winning entertainment for the world market.

Seven West Media

Seven Media Group is Australia's leading listed multi-faceted media company, bringing together a market-leading presence in broadcast television, magazines and newspaper publishing, radio and online and expanding new platforms. Seven's broadcast television platform, the Seven Network, reaches 98 per cent of Australians and is Australia's leading television network in breakfast television, morning television, news and public affairs, and in primetime and overall across the 6:00am-midnight broadcast day. Seven is expanding its presence in multiple channel broadcast television with 7TWO and 7mate complementing Seven's success in primetime and across the broadcast day. Seven's magazines publishing business, Pacific Magazines, publishes more than one in five magazines sold in Australia, including three of the biggest selling magazines. Seven's leading presence in publishing is underlined by Western Australia's leading newspaper, The West Australian and associated WA regional newspapers. Seven's Yahoo!7 joint venture with Yahoo, Inc combines the strengths of Yahoo's search and communications capabilities and its global internet network with Seven's media and entertainment content and marketing capabilities. The joint venture is driving the online, mobile and IPTV businesses of both companies in Australia.

For further media information regarding "Teenage Fairytale Dropouts" –

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