DQ ENTERTAINMENT INTERNATIONAL ("DQE")

BURGER KING® Restaurants join as Global QSR Partner

for "The Jungle Book" TV Series and upcoming Feature Film Promotion

DQ Entertainment International (DQE) the global entertainment production and distribution company, producer and global rights owner of "The Jungle Book" – new 3D CGI animated TV series along with SMC Entertainment Group, Inc. (SMC) – rights owner for North America is pleased to announce a deal with Burger King Worldwide (BKW) – for a promotional partnership. It is announced by DQE and SMC that the global Quick Service Restaurant (QSR) – promotion will begin in Summer 2013.

Participating BURGER KING® restaurants in select countries will launch an integrated marketing campaign highlighted by in-restaurant merchandising and promotional – themed toys featuring 'The Jungle Book' at more than 12,000 locations worldwide. The Jungle Book promotion is based on The Jungle Book TV series – seasons 1 and 2, and The Jungle Book Feature Film that is currently being produced by DQE.

Tapaas Chakravarti, Chairman & CEO of DQE, commented: *"BURGER KING® is the second largest hamburger chain in the world. With The Jungle Book airing successfully in territories such as the US, Canada, Germany, France and UK, this collaboration provides strong synergies and will further increase the fan base of this classic property.*

BURGER KING® is proud to feature 'The Jungle Book' property to complement and enhance the excitement of our Kids Meal offerings during this promotional partnership." Said Jose R. Costa, Vice President, Marketing and R&D, Latin America and Caribbean, Burger King Corp.

"We are extremely excited to partner with the BURGER KING® brand and pleased with the high level of marketing support and exposure that the association brings to 'The Jungle Book' brand. Next summer, BURGER KING® restaurants will be the exclusive destination for kids to engage in the Jungle Book experience" stated Sarit Ariam, EVP Business & Legal Affairs for the SMC Entertainment Group.

About DQE:

DQE is a leading global entertainment group listed on AIM in London and the BSE and NSE in India specialising in animation, gaming and VFX content production, licensing and distribution. DQE is associated globally with major intellectual properties such as The Jungle Book, Charlie Chaplin, Peter Pan, Iron Man, Casper, Little Prince, Lassie, Robin Hood and many more in partnership with international broadcasters, distributors, licensees and independent producers in Europe & the USA. Season 1 of The Jungle Book has been broadcast in over 130 countries while season 2 is currently in production.

DQE employs a creative talent pool of approximately 3,000 people and has recently produced a 3D stereoscopic feature film The Prodigies for Warner Bros, France & Fidélité Films, France. The Jungle Book feature film, with lead writing by Billy Frolick (Madagascar) is currently in development.

ABOUT BURGER KING® WORLDWIDE:

Founded in 1954, BURGER KING® (NYSE: BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system, operates in over 12,600 locations serving over 11 million guests daily in 86 countries and territories worldwide. Approximately 94 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on Facebook and Twitter.

About SMC Entertainment Group, Inc:

SMC Entertainment Group, Inc., headquartered in Los Angeles, CA is the North American brand owner for television, home entertainment, licensing, merchandising and promotional rights to the new 3D CGI animated TV series The Jungle Book (now airing on Disney XD). Most recently, SMC Entertainment Group Inc. was appointed by ZDF Enterprises as the exclusive North American licensing agent for the new teen series Dance Academy and the popular hit series, H20 Just Add Water, both are broadcast on TeenNick. The company is the North American licensing agent for the Ladybug Girl, based on the popular children's book series by Penguin publishing hit with over 2 million books sold to date.

For further information:

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