DQ ENTERTAINMENT INTERNATIONAL

DQ ENTERTAINMENT APPOINTS SUN-MATE CORPORATION AS THE GLOBAL MASTER TOY PARTNER FOR POPULAR INTERNATIONAL NEW ANIMATED HIT TV SERIES, *THE JUNGLE BOOK*

DQ Entertainment International (DQE) has appointed, the **Sun-Mate Corporation** - Global toy manufacturer, to be the master global toy partner for the new 3D, CGI international animated TV series "**The Jungle Book"**. The deal was announced jointly by **Tapaas Chakravarti, Chairman and CEO DQE** and **Rami Ben-Moshe, President, Sun-Mate Corporation.**

As the appointed global master toy partner, Sun-Mate will design and manufacture a large variety of toys for the new "The Jungle Book" including: play sets, figurines, plush, electronic toys, walkie-talkies, role-play and outdoor adventure sets. Sun-mate will preview the new toy line at the forthcoming 2013 Hong Kong Toy Fair, New York Toy Fair and Nuremberg Toy Fair events, as part of their initial global sales launches for the brand. The Company will also announce, in the near future, key appointments for regional distributors in conjunction with the new series' growing popularity internationally.

Tapaas Chakravarti – Chairman and CEO of DQ Entertainment International said *"We are happy to leverage on the strengths of our partners, Sun-Mate Corporation in bringing a wide variety of toys and collectibles to Jungle Book fans globally. With the immense success of the first season of The Jungle Book, we are now poised to receive maximum traction on the licensing of this much loved brand as we are on the verge of launching the second season of this series.*

"The Jungle Book", new 3D, CGI animated series, is a phenomenal success internationally," said Ben-Moshe *"With current international broadcasters anxiously anticipating the second season and additional broadcast partners being added all the time, our expansion into the international marketplace is well-timed. Our global toy distribution plans will seek to satisfy the growing demand for toys by young fans and their parents everywhere who have come to love these celebrated characters even further."*

This newest deal follows Sun-Mate's appointment, earlier this fall, by SMC Entertainment Group, INC (SMC) to be the North American master toy licensee for the brand. SMC holds the North American rights for home entertainment, licensing, merchandising and promotional rights for the new 3D CGI animated TV series brand. SMC also secured the master toy rights for "The Jungle Book" for Australia and New Zealand and all licensing and merchandising for South Africa. DQ Entertainment (DQE) is the producer and global rights owners of new "The Jungle Book" animated TV series

“The Jungle Book”, new 3D, CGI animated series, is airing in 165 countries across the globe, and currently has over 100 licensees worldwide in key categories of publishing, gaming, digital, apparel, accessories, home furnishings, back-to-school, games, puzzles, HBA, confections, amusement, Halloween and seasonal products and more.

Preview of The Jungle Book international master toy line will take place at the January Hong Kong Toy Fair, where Sun-Mate will be exhibiting (by appointment only in their showroom, and also at the Hong Kong Convention Center.) Sun-Mate will also unveil new toys at the February Toy Fair in New York.

About DQE:

DQE is a leading global entertainment group listed on AIM in London and the BSE and NSE in India specializing 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 etc. in partnership with international broadcasters, distributors and independent producers in Europe & 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 produced a 3D stereoscopic feature film The Prodigies for Warner Bros, France & Fidélité Films, and France while The Jungle Book feature film, with lead writing by Billy Frolick (Madagascar) is currently in development.

About Sun Mate Corporation:

Sun-Mate Corporation, headquartered in Chatsworth, CA. Sun-Mate is a manufacturer of a diverse range of quality toys for over 26 years. Recognized as a preferred partner for manufacturing by global retailers, Sun-Mate product categories include: Action Figures, Figurines, Play Environment Sets, Doll Houses, Construction Sets, Watches, Musical Toys and Youth Electronics. Sun-Mate partners include Disney, Star Wars, Spider-Man, Power Rangers, WWE, Hello Kitty, Ben 10 and several Mattel brands.

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