



DQ Entertainment (International) Limited
("DQE" or the "Group")

DQE LICENSEE TO MARKET THE JUNGLE BOOK AT LARGEST US TOY FAIR

DQE, the animation, gaming, live action entertainment production and distribution Company, announces that SMC Entertainment, its rights partner in North America, Australia and South Africa, is to market *The Jungle Book* at Kidscreen Summit and the New York Toy Fair in February 2012.

SMC Entertainment (SMC) is the recently launched entertainment and brand management division of global consumer products manufacturer Sun-Mate Corporation.

SMC acquired all North American TV, home entertainment, licensing and merchandising rights, as well as all promotional rights, to the 52 x 11' episode CGI-animated *Jungle Book* television series plus a one-hour feature from DQ Entertainment International Limited ("DQE International"). In addition, SMC has acquired for *The Jungle Book* the master toy rights for Australia and New Zealand and licensing and merchandising rights for South Africa.

Tapaas Chakravarti, Chairman and CEO of DQE said *"The success of our TV series The Jungle Book is validated by the quality of partners it has attracted globally. From licensing for TV broadcast to merchandizing across a varied range of products, the property has met with huge success and appealed to a new generation of children across all nationalities. We are delighted with the partnership with SMC for North America and South Africa and are convinced that they will do justice to this iconic brand. I am sure our beloved Jungle Book will see new highs in the hands of our new and able partners."*

In her newly created position as Senior Vice President of Licensing at SMC Entertainment, veteran consumer products' executive Lisa Streff will attend Kidscreen Summit and American Toy Fair to develop new partnerships for *The Jungle Book*, targeting children aged 3 – 8 years-old, across all key toy categories. Lisa is responsible for overseeing all consumer products initiatives for SMC's brands in North America, including licensing and merchandising, marketing and partnership initiatives, and is currently developing a comprehensive consumer products campaign across all key categories for the brand.



*"I am excited to play an integral role in building an entertainment business and to have the opportunity to launch **The Jungle Book** to a new generation of children that will experience its magic," comments Lisa. "Building on the huge international success of the brand, we are already in the process of securing the best in class partners for the animated series and merchandise program in North America, and we are confident it has all the elements-a rich heritage and global appeal to generations of parents and grandparents-of a tremendously successful entertainment and consumer products program."*

The first and only CGI-animated television series based on British Nobel author Kipling's immortal classic stories first published in 1893, this new, high-definition version of *The Jungle Book* is also the first CGI animated series based on the classic stories to be produced in almost 25 years, and earns the distinction of remaining true to the fables and characters he created. Prior adaptations have included several live-action and animated feature films; and an anime series produced in 1988 that whilst retaining many of Kipling's stories, combined and changed many other elements to suit more modern sensibilities.

Produced by DQE International and co-produced with ZDF Group Germany, Moonscoop and TF1, France, the first season of *The Jungle Book* has proven to be an enormous global success, airing on top top-tier channels worldwide, including ZDF in Germany, BBC in the UK, TF1 in France, RAI 2 in Italy, TV3 in Spain, Noga TV in Israel, ABC in Australia, Channel B in Indonesia, EBS in Korea, TVO in Canada, Televisa in Mexico, and Disney Channels across Asia and Latin America. Broadcast of the series extends to over 160 countries worldwide.

Global Home Entertainment partners include NBC Universal for the UK, France, Australia, New Zealand and Japan and Sony Pictures Entertainment and other partners.

There are over 160 partners for *The Jungle Book* across the globe. *The Jungle Book* boasts top licensing partners and agents representing the brand, including ZDF, TF1, CPLG, Empire Multimedia, Wild Pumpkin and Kenny & Co Entertainment. Licensees include Universal Music Group for worldwide music publishing rights; Hachette for publishing in the French language; Blue Ocean for magazine and publishing/stickers for German-speaking Europe; Bruno in Spain for publishing; and Quick for Magic Box (kids meals) across major European markets. In France (and most cases the Benelux region) outdoor sporting goods are licensed to Darpege; back-to-school rights are licensed to School Pack; footwear is licensed to Off Road; and apparel and kids accessories are licensed to TV Mania. In Germany, rights for figurines, puzzles and board games are licensed to Universal Trends GmbH; party goods are licensed to Reithmuller GMBH; and DuMont Kalenderverlag GmbH & Co has the rights for wall calendars. In the UK, Mookie holds toy rights; and C&M Licensing holds the rights for nightwear and underwear. In Israel, Spark Toys has the rights for toys and games.

About The Jungle Book:

Based on stories from Rudyard Kipling's immortal classic, ***The Jungle Book*** series features tales of wit, friendship, courage and loyalty with the man-cub Mowgli and his friends in the dense Indian jungle. The series is filled with drama, excitement and adventure mixed with comedy as it unfolds Mowgli's escapades especially from his enemy Shere Khan, the tiger with the help of Baloo the wise bear, Bagheera, the black panther and (sometimes!) the mighty Kaa, the rock python.



About DQE:

DQE is one of the leading producers of animation, visual effects, game art and live action entertainment content for the global media and entertainment industry. With a workforce of approximately 3,200 employees and a global client - partner base of over 100 producers, distributors, broadcasters and licensors, including Walt Disney Group, Universal Pictures, Nickelodeon Animation Studios Inc., Electronic Arts, Marvel Comics, American Greetings, BBC Group, M6/ France TV Group / TF-1 - leading broadcasting and distribution groups from France, ZDF TV and ZDF Enterprises – leading Broadcaster and distributor from Germany, ABC Australia, Al Jazeera - Arabic nations, Disney Channels - Asia, Cartoon Network Group and many more world-wide.

DQE has produced/co-produced and distributed iconic brands such as Iron Man - the first 3D animated TV series, Twisted Whiskers, Mikido, Casper, Pinky & Perky, Large Family, First and Second Season of and Madagascar TV Series and is now co-producing properties like Little Prince Little Nick, Iron man, Charlie Chaplin and fourth season of Mickey Mouse Club House and others with major international broadcasters and producers. DQE has a library of over 600 hours of international programs for distribution and licensing globally for TV, home entertainment, merchandising and publishing. Three feature films are also currently in development at DQE.

DQE has received over 35 awards including an EMMY, at several national and international forums fostering creativity and excellence. E & Y Entrepreneur of the Year - 2009 India Awards, The UK Broadcast Awards 2010, Sichuan TV Festival International "Gold Panda" Awards, 11 Emmy nominations and 1 Emmy Award, administered by the National Academy of Television Arts & Sciences , USA for Tutenstein Animated production. The Jungle Book produced by DQE was nominated in 5 categories at the cartoons on the bay - Pulcinella awards to be held in Italy in April 2011.

About SMC:

SMC Entertainment is a division of Sun-Mate Corporation which has been manufacturing a diverse range of quality consumer goods for over 26 years. Sun-Mate Corporation has held top licenses with NBC Universal, Disney, IMG (Chevron, Texaco, Gulf) and currently holds licensees for Star Wars, Indiana Jones and the entire range of Marvel Entertainment characters, Union Pacific and The Public Zoo. Sun-Mate Corporations wide range of Asian manufacturing resources, combined with their US sales, distribution, retail relationships, marketing and design expertise, form the basis for the company's quality product line. Sun-Mate Corporation has offices in Los Angeles and Hong Kong, with two factories in China with over 2,000 workers, as well as global distribution and agents' network

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