



DQ Entertainment
("DQE" or the "Company")

**DQE to co-produce
'Franco and Formula Fun' pre-school TV series**

DQE, the global entertainment production and distribution company, is pleased to announce signing of a co-production agreement with Formula Fun Entertainment Limited ("FFE") in the UK and Telegael in Ireland to co-produce a new CGI (computer-generated imagery) animated pre-school series based on the award-winning property, "Franco and Formula Fun". The series is expected to be available for broadcast in early 2013.

Franco and Formula Fun won the 2009 MIP Junior Licensing award and the TV series has been pre-sold into 28 countries worldwide through broadcast partners including: TV2 (Norway), MTV OY (Finland), Al Jazeera Children's Channel (Middle East), Israel (Hop! TV) and Iceland (CH2). The series is aimed at 3-7 year olds and comprises 52 episodes of 11 minutes each. FFE and Telegael will oversee pre-production, with animation production taking place at DQE's studios in India and post-production at Telegael in Ireland. .



Inspired by the global motor racing sport, this series sees six-year-old Franco's adventures with his ten superpower toy racing car friends, both on and off the racing track, come to life in a CGI racing world.

Tapaas Chakravarti Chairman & CEO of DQE said, "With India making its Formula 1 circuit debut in October, this animated series makes perfect sense for us. We are extremely excited to work on this action packed TV series alongside Formula Fun Entertainment in the UK and Telegael in Ireland. We are sure that children throughout the world will delight in watching their favourite super cars come to life on TV."

Marina Nicholas, Creator and CEO of FFE said, "FFE is delighted to work with two prestigious production companies to produce this animated television series. Their wealth of experience in high quality productions makes Telegael and DQ Entertainment ideal partners to deliver a global series, which combines entertainment, education and sport to the younger generation.'

Paul Cummins, CEO Telegael, Ireland said "Telegael is delighted to partner with Formula Fun Entertainment and DQ Entertainment to bring this award-winning property to a worldwide children's audience. The combination of compelling characters, exciting storylines and colourful locations set the tone for a series that will wow children the world over."



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 approx 3500 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 Distributors/ broadcaster and global 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, second season of Large Family, third season of Mickey Mouse Club House, First and Second Season of 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 500 hours of international programs for distribution and licensing globally for TV, home entertainment, merchandising and publishing is on fast track. Two feature films are also currently in development at DQE.

DQE has received over 35 awards including 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 The 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 Franco and Formula Fun:

'Franco and Formula Fun™' was created by Marina Nicholas who gained inspiration from her 5-year-old son while he watched the world's most popular TV sport and enjoyed learning about the unique sights, sounds and sensations of each country.

The television series, aimed at 3-7 year olds, sees Franco playing with his toy racing cars, which come to life in a CGI racing world of fun and adventure. Each episode follows the adventures of six-year-old Franco and his superpower car friends as they travel the world seeking fantastical adventures, both on and off the racetrack. As a team they'll face wild challenges – from a sudden tropical downpour in Brazil, to snow in Japan and a sandstorm in Bahrain. Whose superpowers can help the team? With ten fun fantasy characters, each with tremendous transforming traits and teamwork, the possibilities are endless! Where's the next adventure Franco? SOMEPLACE AMAZING!

Formula Fun Entertainment:

Formula Fun Entertainment (FFE) is the rights holder responsible for the creation, development and distribution of the children's IP, Franco and Formula Fun. The Bafta and Emmy award-winning production team have over 75 years experience in bringing globally appealing children's brands to market. In the last year, FFE has won 3 awards recognising leadership, innovation and creativity.'

About 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.

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