



Press Release

02 December 2010

41 Entertainment announces licensing of HeathCliff to Televisa in Mexico

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution company announced today that it has licensed the world premiere rights to the HeathCliff- Bad Kitty film in Mexico to Televisa.

The broadcast network has secured both the television rights to the film but also a first and exclusive option to acquire the rights to the TV series (52 x 13’) for 2013.

41e will be delivering the film in fall 2011 in English, Castilian and Latin Spanish, Italian, German, French and Brazilian Portuguese.

Cynthia Kennedy, VP sales & Marketing states “We have a number of major broadcast networks in serious discussions with us about acquiring the film and securing an option on the series. We welcome Televisa as one of our first such deal.”

Enquiries:

41 Entertainment LLC
500 West Putnam Avenue
Suite 400
Greenwich, Connecticut 06830

T: +1.203.542.7310
E: allen.bohbot@41ent.com
pat.venti@41ent.com (PR & Materials - U.S.)
michele.dalcin@41ent.com (Licensing & Home Ent. - U.S.)
cynthia.kennedy@41ent.com (Sales & Marketing - U.K.)
paco.urena@41ent.com (Production - Spain)

www.41ent.com

www.blake-doubleidentity.com

Notes to Editors:

About 41 Entertainment -

41 Entertainment (“41e”) is a global animation company engaged in the production, distribution and marketing of animated children’s television programs and the marketing of related consumer products (licensing and merchandising) in all forms. The principals of 41e have worked on numerous successful animation projects and have successfully negotiated distribution deals in over 95 countries and territories in the children’s programming market.

The Company has announced five animation projects to date since launching in 2010 including *Blake: Double Identity*, *HeathCliff*, *Sally McKay*, *Marco Antonio* and *Talma and the Myth of Agharta*.