



Press Release 16 August 2011

41 Entertainment Delivers Pilot of *Blake: Double Identity*[®]

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution company announced today that it has delivered the full pilot of its new 2D-3D animated show, *Blake: Double Identity*[®] (www.blake-doubleidentity.com) and is embarking on a global road show to allow major customers to screen it prior to MIPCOM.

Co-produced with RGH (Rubicon Group Holding) Studios, the pilot reflects the full range of 2D and 3D animation.

“This is an espionage program with lots of humour produced in part by talented artists in Barcelona, Berlin, Manila, Amman, London and Los Angeles,” states Allen Bohbot, Managing Director of 41e and Executive Producer.

Adds David Corbett, Executive Producer at RGH Studios in Los Angeles, “This project appealed to us from the very beginning. While we knew the complex mix of 2D and 3D animation would be challenging, this is precisely what makes the project exciting and we are thrilled to be a co-production partner.”

The series (26 x 22’) is in production and scheduled to be delivered at the end of 2012. We are also in discussions for a stereoscopic 3D feature (1 x 80’) based on these characters and storyline for 2013.

“Our plan is to present the pilot to all of the major customers who have patiently waited for its release and to sign deals to be announced at MIPCOM,” states Cynthia Kennedy, VP of Sales and Marketing at 41e, “as well as to allow all to screen the materials at both MIP Junior and MIPCOM.”

Randa Ayoubi, CEO of RGH - Rubicon Group Holding, added, “This new co-production with 41e is another example of our mission to partner with the most respected creative forces in the kids industry and stretch the limits of animation technology to produce the highest quality programming for a global audience.”

Directed by Will Meugnot, with Art Supervision by Torsten Schrank and Written by Andy Briggs, this project reflects the full collaboration by 3D artists in Jordan and 2D artists in Europe and Manila, all supervised in Los Angeles with music and voice recordings in London at Tamborine.

The Company will be launching this new FIRST RUN property at MIP Junior and MIPCOM (Booth 09.19).

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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. www.41ent.com

About RGH Studios

Established in 2007, Los Angeles-based RGH Studios is the wholly owned animation development and production division of Rubicon Group Holding. Headed by veteran Executive Producer David J. Corbett, a 30-year kids’ television industry executive, the division specializes in providing the full spectrum of production expertise from concept development to pre- and post-production services. A complete one-stop facility, RGH Studios can provide every facet from scriptwriting and story boarding, to voice-over recording, character design, background design, animatics, and surround sound editing and mixing. Specializing in both traditional and digital 2D, 3D, CGI and Virtual Reality animation for the creation of television series, theatricals and digital downloadable content, RGH Studios is a state-of-the-art globally linked production facility.

RGH Studio’s award-winning flagship series, *Pink Panther and Pals*, co-produced and co-financed with Metro-Goldwyn-Mayer Pictures, premiered spring 2010 on Cartoon Network in the U.S. and around the world. This original series starring the iconic feline, has been honored with four 2011 Kidscreen Awards including Viewers’ Choice and Best Preschool Program. RGH and MGM are currently in production on *A Very Pink Christmas*, a half-hour animated holiday special starring the Pink Panther. Several other co-productions are in active development.

About Rubicon Group Holding

Rubicon Group Holding (RGH) is a multi-faceted international organization devoted to creating incomparable entertainment experiences and educational content across all media. With world class creative talent and cutting-edge technology, RGH has established a reputation for innovation and top tier results in six distinct business segments: animation, themed entertainment, digital games, educational products, consumer products and virtual vocational training. A team of over 300 employees in four

locations – Jordan (Amman), the United States (Los Angeles), the Philippines (Manila) and the United Arab Emirates (Dubai) – collaborate to provide a unique global perspective to the realization of compelling digital content and immersive entertainment.