



Press Release

22 June 2010

### 41 Entertainment is adding staff and expanding

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution company announced today that it has added a new executive to sell its growing animation catalogue of properties.

Sheryl Radack has been named Vice President & Sales Manager- TV & DVD Sales looking after Central and Eastern Europe, Russia and CIS, Middle East and Africa, Benelux and Scandinavia and all of Asia.

Sheryl Radack has a powerful twenty year background and track record in sales in children’s advertising and media under her belt as an accomplished sales professional formerly with BKN Entertainment, Field Spot Television Sales and Richard and Edwards Advertising. She has worked on numerous animated properties during her career.

States Allen Bohbot, CEO of 41 Entertainment, “Sheryl has a pragmatic, forthright selling style and a boundless sense of enthusiasm for the sales and distribution of new animated children’s programming throughout the world. We are very happy to have her on board.”

Sheryl adds “It is so exciting to be joining 41 Entertainment as this time as the new product slate for late 2010 and 2011 is terrific and I look forward to presenting to all customers in my region”.

The Company will be launching a number of properties at MIPCOM Jr. and MIPCOM.

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#### 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 two animation projects to date, *Marco Antonio* and *Talma and the Myth of Agharta* along with a major new original production in development and additional series ready for immediate distribution to be announced soon.