



Press Release

July 8, 2010

41 Entertainment Announces New Property for Fall 2011

Blake: Double Identity (26 x 24')

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution Company announced today its most ambitious project to date entitled *Blake: Double Identity*.

The property consisting of 26 x 24’ will be co-produced with TOONF Valencia with Andy Briggs writing and Eric Robert directing. Animation will be showcased for international customers at the MIPJunior Market in October.

Pedro Rico García, Chairman and CEO of TOONF (“TOONF”) states: "This is a major new international production and we are pleased to join forces with 41e."

Allen Bohbot, CEO of 41e adds: “TOONF in Castellon is a well financed state-of-the-art animation facility with pre-production and physical animation capabilities in-house with top talent. We believe that this group will produce a terrific look and style to complement Andy’s fast pace story.”

Blake: Double Identity is an animated TV series following the adventures of action-hero twins Justin and Tatiana Blake and their two friends who have been recruited by an international government organization known only as: The Agency. As twins they think the same thoughts, plan the same way and can strike with double the force. By hiring twin secret agents, The Agency (a top-secret multi-government unit whose location is unknown) has a strike team the likes of which have never been seen before! The only connection to the team is via their handler: David Li. Mr. Li is the 30-something Hong Kong based handsome James Bond type, suave, smart and enigmatic. Not much is known about him as he goes to great lengths to maintain secrecy about himself and the Agency and they can only guess at what rank he holds within the Agency. Supported by fellow agents Mandisa, a smart and free spirited South African and Cho Jordan, a Korean American who is the physical backbone of the team, Justin and Tatiana go undercover in missions ranging from Mandisa in a high-tech gaming venue on the banks of the Han River in Seoul to Justin in a rock concert in Budapest to Tatiana in a fashion show in Prague to Cho in an athletic event in Capetown to Mr. Li posing as a Hollywood producer at the Cannes Film Festival. The story takes us to the world’s most intriguing locations.

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The property was developed exclusively for 41 Entertainment LLC with a core professional and talented team including sophisticated writing by Andy Briggs in London, high quality pre-production designs and animation by TOONF Valencia, directing by Eric Robert and music, audio & video post production by 41 Entertainment. The property will be produced in digital animation with 2D and 3D elements and state-of-the-art FX throughout and delivered in HD.

Production is scheduled to start in the fall and is slated for delivery in late 2011. major partners are expected to be announced soon.

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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.