



Press Release

July 13, 2010

41 Entertainment Announces New Property Acquisition for Fall 2010 Delivery
Sally Mc Kay (26 x 24')

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution company announced today that it has acquired all global distribution rights (except Spain) to a new high quality animated property recently completed in December 2009 entitled *Sally McKay (26 x 24')*. The property is ready for immediate delivery and will be showcased at the MIPJunior market in October.

Directed by Eric Robert and produced by Pedro Rico García at TOONF (“TOONF”) in Castellon, in conjunction with Televisión Española S.A. and Radio Televisión Valencia S.A. as co-producers, *Sally McKay* is leading two lives! On the one hand, she is a typical teen going through teen anguish and reporting her observations about life on her high school blog while dreaming about becoming an investigative reporter or journalist. On the other hand, she is Jenny Justice, a superhero sensation seeking to find justice and truth possessing a wide selection of supernatural powers.

Pedro Rico García, Chairman and CEO of TOONF states: "We are very proud of the quality of *Sally McKay* and look forward to 41e successfully distributing this property to a global audience."

Allen Bohbot, CEO of 41e added: “This is a terrific new property just delivered a few months ago and available for global distribution in all forms and venues immediately. We are very pleased to have been chosen for the assignment.”

The storyline, artwork and other materials on the property can be found at www.41ent.com

Enquiries:

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

Phone: +1.203.542.7310
Email: allen.bohbot@41ent.com
pat.venti@41ent.com (PR and Materials)
sheryl.radack@41ent.com (Sales)
paco.urena@41ent.com (Production)

www.41ent.com

more //

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.