



Press Release

24 August 2010

41 Entertainment is Adding Staff and Expanding
Cynthia Kennedy Named Vice President - Sales & Marketing

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

Cynthia Kennedy has joined the firm in London from Zodiak Entertainment with prior experience at A&E Television Networks, Channel Four International and Link Licensing Ltd. Cynthia began her career by spending her first five years in the industry at the then powerhouse animation company in Montréal, Cinar.

At 41e, Cynthia will look after English, French and German-speaking markets of the world in all forms of exploitation including the management of agents where appropriate.

Allen Bohbot, CEO of the Company stated “Cynthia has a solid sales track record combined with a wealth of valuable business contacts and vast experience in program sales and licensing. We are quite pleased to have her on our team.”

Cynthia added “I am really happy to be setting up a London presence for 41e and to build up sales for our new lead properties including *Blake: Double Identity* and *Sally McKay*. With many companies retreating somewhat, it is refreshing to see 41e expanding so quickly.”

Cynthia has a degree in Political Science and International Relations from McGill University in Montréal and speaks fluent French, English, Spanish and Armenian.

The Company will be launching three FIRST RUN new properties at MIPJunior and MIPCOM (Booth 09.19).

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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 four animation projects to date including *Blake: Double Identity*, *Sally McKay*, *Marco Antonio* and *Talma and the Myth of Agharta*.