



KidsCo launches “*Bommi and Friends*” on international platform

Children’s channel announces original content exploring culture and diversity

London, UK – 13 September 2010 - KidsCo, the international children’s channel, is today announcing the acquisition of a new, original animated children’s series, *Bommi and Friends*. The program was developed in partnership with Indian production company Image Venture and international distributor Octapixx Worldwide, and will launch with 13 half-hour episodes in April 2011, airing throughout Australia, Asia and Africa.

Bommi and Friends features the adventures of Bommi, a young girl whose family has moved to a new town. Lonely, she constantly reads her favorite pop-up book, ‘Adventures in Dazzle Land’, and discovers the book can transport her into a wondrous place she thought only existed in fantasy. Through her exploration of Dazzle Land with newfound friends, Bommi learns about friendship and community, and brings these skills back into her real world life. The program revolves around the interaction between characters from different backgrounds and cultures, and is targeted at preschoolers.

Paul Robinson, CEO at KidsCo says: “In today’s multi-cultural society, it is important that we teach our kids to understand and respect cultural differences. KidsCo is committed to delivering content that teaches children about diversity in a fun and engaging way. *Bommi and Friends* fits in perfectly with our existing programming and encourages kids to help make the world a friendlier place.”

K.R. Senthil Kumar, Executive Director at Image Venture Private Limited, says: “KidsCo provides a perfect platform for *Bommi and Friends* to flourish and we’re really excited about the launch. The channel’s commitment to providing compelling content that parents can trust and that kids enjoy reflects our own vision of creating programming that adds value to kids’ lives.”

Lowell Conn, Vice President, Sales and Acquisitions at Octapixx Worldwide, the international rights distributor for the series, believes that this is just the beginning for *Bommi*. “Children everywhere are going to be dazzled by Bommi and her adventures,” says Conn. “KidsCo is a respected partner of ours, and we are excited to be working with them in this first stage as we launch this series out into the world.”

Bommi & Friends will next be featured in front of international buyers at MIPJunior and MIPCOM in Cannes, France in October.

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About KidsCo

KidsCo, the global children's television network for pre-schoolers, children aged 6-10 and families, launched in September 2007. It is a joint venture channel owned by leading media companies NBC Universal, Corus Entertainment Inc. (Nelvana) and Cookie Jar Entertainment.

KidsCo's global distribution plan, launching linear, VOD, SVOD and IPTV channels has already seen the channel rolling out to 92 territories throughout the world in 18 languages. KidsCo is available in Australia, France, Spain, Portugal, Germany, Belgium, Luxembourg, Russia, Hungary, Poland, Romania, Turkey, Slovenia, Ukraine, Moldova, Croatia, Macedonia, Greece, Cyprus, the Middle East, Hong Kong, Palau, Indonesia, Taiwan, Mongolia, Papua New Guinea, Cambodia, the Philippines, Singapore, Sri Lanka, South Korea, Thailand, Vietnam, South Africa, the Maldives and countries throughout Sub-Saharan Africa.

KidsCo provides a safe environment for children, offering a library of gently educational and age appropriate programming. KidsCo's impressive catalogue includes animated and live-action television series and feature-length movies which are selected from leading media companies, including our shareholders – Cookie Jar Entertainment and Corus' Nelvana - as well as other, pre-eminent, independent programming suppliers including the BBC, Sesame Workshop, Fremantle, Fireworks, Iconix, TV Loonland, Daro Film and Decode.

KidsCo programming includes globally recognised brands such as The Wiggles, Inspector Gadget, Sabrina, Wallace & Gromit, S Club 7, Strawberry Shortcake, New Adventures of Madeline, Babar, Dennis the Menace, Franklin and Rolie Polie Olie as well as KidsCo original programming including arts show Jass Time! and environmental programme, Boo & Me.

About Octapixx Worldwide

Octapixx Worldwide (www.octapixx.com) is a global distributor of fine television content and ancillary rights, and successfully licenses and professionally services the key broadcasters, networks, distributors, and multimedia and home video companies around the world.

Attracted by the success and professionalism of the Octapixx team, producers and distributors have continued to sign on with Octapixx in growing numbers. Seizing opportunities created by the rapidly changing television landscape, Octapixx has a diversified catalogue covering many areas of programming including feature films, MOW's, travel, children's, animation, sports, educational and other documentaries. As a result, Octapixx now has one of the largest and most diverse catalogues of television programming and is a leader in the international distribution of high-quality programming.

Octapixx has forged strong bonds with YLE, ABC, BSkyB, RTL Disney, America One, Planete, SVT, Fox Sports, Russia One, CBC, NRK, ChelloZone, TRT, Globosat, DR, The History Channel, Al Jazeera, RAI, France 5, CTV, The Discovery Channel, NHK, American Public Television, PBS, National Geographic Channels Worldwide, and so many others.

Octapixx Worldwide currently represents over 80 producers from across the globe, and its library now hosts over 1,200 hours of top quality television programming.

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