

FOR IMMEDIATE RELEASE

P3K: PINOCCHIO 3000



CinéGroupe today announced that it's major theatrical project, P3K: PINOCCHIO 3000 is now available for licensing and that the Carlton Consumer Division will be handling licensing, theatrical, publishing, broadcast and video rights in the UK for the property.

This re-telling of the classic tale of the little puppet who dreams of being a real boy is being produced by CinéGroupe with Animakids Productions and Castelao Productions. Created for the first time in 3D-CGI, and billed as a 'cyber classic', the movie is pitched at families, with a core licensing demographic of 4- 8 year olds.

P3K: PINOCCHIO 3000 provides a modern twist on this universally known tale, filmed in visually stunning 3-D animation. Geppetto, with the help of Spencer (voiced by Howie Mandel) creates Pinocchio, a super-robot able of imagination thanks to the P3K microprocessor. But Scamboli (voiced by Malcolm MacDowell), Geppetto's archrival, is jealous of Pinocchio and Pinocchio's friendship with his daughter Marlene. Scamboli manipulates Pinocchio into helping him with a devious scheme to turn all children into robots, but Pinocchio realises that something is wrong. With the help of his friends, Pinocchio confronts Scamboli and learns the

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valuable lessons that Cyberina (voiced by Whoopi Goldberg), the holographic fairy, requires of him to become a real boy.

The director of P3K: PINOCCHIO 3000 is Daniel Robichaud, a renowned animation director and digital artist who has worked on films such as TIGHTROPE, TITANIC, THE FIFTH ELEMENT, T2: TERMINATOR 2:3-D and APOLLO 13.

The characters and settings of P3K: PINOCCHIO 3000 lend themselves to a full, cross-category licensing campaign, and strong interest has already been noted for apparel and toys – particularly moulded figures and robotics/remote control toys. In addition, playsets of the fairground and Gepetto's talking house are planned, and the strong moral/educative nature of the Pinocchio story, combined with the P3K modern twist also lends itself to electronic learning toys and inter-active toys and promotions.

Commenting on the appointment of the Carlton in the UK, Marie-Christine Dufour, Executive Vice President of Distribution and Licensing for CinéGroupe, said, "The reactions to P3K: PINOCCHIO 3000 have been tremendous from distributors and potential licensees around the world and we are pleased to be working with the Carlton Consumer Division in the UK, who bring to the property their proven expertise in successfully creating long-term value with children's properties. The universally known story of Pinocchio has been brought to the taste of today's audience both visually and in terms of the story, and is bound to appeal to a world wide audience".

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Commenting for the Carlton Consumer Division, who have handled all aspects of the recent highly successful international THUNDERBIRDS licensing campaign, and which includes Carlton Visual Entertainment, one of the leading distributors of DVD/Video, who have achieved great success with the release of titles such as RUDOLPH THE RED NOSED REINDEER: THE MOVIE, SPACE 1999 and the CARRY ON film series, Gerry Donohoe, Managing Director, added: “P3K: PINOCCHIO 3000 is a wonderful, visual concept, with the strength of the classic tale’s universal appeal. P3K is a highly individual looking production, and Pinocchio is hugely endearing. From a commercial perspective these attributes will allow product to stand out on the shelf.”

The Carlton Consumer Division, who have also acquired first option on sequels and series are part of Carlton International, who will be handling UK television sales.

CinéGroupe is a leader in state-of-the-art animation, CGI, 2-D/3-D backgrounds and special effects. The company boasts over 800 half-hours of animation and live-action family entertainment programmes, and has received more than 40 People’s Choice and International Jury Awards. Its quality programming is seen in 125 countries around the globe. CinéGroupe is currently in production on TRIPPING THE RIFT, a 3-D animation series for prime time on SciFi (US) and Space (Canada) and has recently completed production of SERIOUSLY WEIRD and the live-action/3-D background and effects of the GALIDOR™: DEFENDERS OF THE OUTER DIMENSION series. The company has also produced the Emmy Award winning SAGWA: THE CHINESE SIAMESE CAT. CinéGroupe is the animation partner of Lions Gate Entertainment.

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Carlton International has been responsible for the success of the children's properties THUNDERBIRDS and CAPTAIN SCARLET across publishing, broadcast, video/ DVD and licensing. They are also the international distributor for over 18,000 hours of programming, including classics such as INSPECTOR MORSE and THE PRISONER, and the recent THE PLAN MAN and the Hollywood TV Movie from Carlton America, RUDY: THE RUDY GIULIANI STORY, as well as 1500 titles within the Carlton Film Collection, such as SOPHIE'S CHOICE, BRIEF ENCOUNTER and RICHARD III.

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Note to editors:

1. Carlton International Media Ltd, part of the Carlton Communications group, is a media rights owner and rights distributor for a range of broadcasters and independent producers, including Carlton Television, Carlton Factual, Carlton America and US based Carlton Productions LLC. It is one of the largest rights distributors in Europe.
2. Its catalogue of over 18,000 hours includes many award-winning programmes, across all broadcast genres – including quality drama, factual, children's, TV and feature films. Programmes include INSPECTOR MORSE, CADFAEL, SHARPE, John Pilger documentaries, the Supermarionation catalogue featuring THUNDERBIRDS and entertainment classics such as THE SAINT.
3. Carlton International represents the Carlton Film Collection, which comprises the Rank, Rohauer, Korda, Romulus and ITC feature film libraries – one of the largest collections of English language films in the world. Titles include SOPHIE'S CHOICE, BRIEF ENCOUNTER, RICHARD III, THE AFRICAN QUEEN, THE EAGLE HAS LANDED, BIRTH OF A NATION and the CARRY ON films.
4. Carlton America is the U.S.-based television programme development and production division of Carlton Communications, one of the world's largest media companies. Based in Los Angeles, Carlton America develops and co-produces made-for-television movies, as well as drama and other forms of television programming.

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5. The Carlton Consumer Division, incorporating Carlton Licensing and Carlton Visual Entertainment, handles licensing rights in film and television properties, providing complete strategy management to maximise the value of the property in both domestic and overseas markets. Properties handled by the Consumer Division include THUNDERBIRDS, CAPTAIN SCARLET and INSPECTOR MORSE.

6. Carlton International is a member of the BTDA, British Distributors' Association.

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