



NEWSLETTER

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View the
funny bloopers at
www.agenthugo.com!



THE NAME IS HUGO ... AGENT HUGO!

There's no more Mr. nice troll in Hugo's latest adventure Agent Hugo. In his new incarnation Hugo faces danger head on as a secret agent racing through the canals and streets of the big city of Aquopolis, chased by his adversaries, dismantling bombs and sneaking behind enemy lines. Hugo's new game launches him into a fast-paced, action-packed secret agent world with spectacular environments, risky missions and nasty enemies. With a brand new look Agent Hugo is cool, confident and sure to be a bullet-proof success!



AGENT HUGO HITS THE STREETS

This season's big hit Agent Hugo is now available on PS2 and PC in time for Christmas trading. Hugo's most exciting and engaging adventure to date will make a perfect present for youngsters wanting a little action and a lot of fun. On that account ITE has created three amusing bloopers featuring Agent Hugo having an off day. These can be found at www.agenthugo.com under 'GamePlay'. We strongly encourage you to view these and use them in your marketing of Agent Hugo.

COMING TO A STORE NEAR YOU!

The launch of Agent Hugo also comes with an impressive variety of display opportunities suited for every type of retail outlet and store placement, portraying Hugo's new look as the dapper secret agent – cool and confident, yet cute and clumsy.



CO-OP BETWEEN HUGO AND DANISH BOY BAND B-BOYS



The making of a theme song for the Agent Hugo game turned out to contain a brand new type of marketing for ITE. The theme song "Gotcha" recorded by the Danish boy band B-Boys became the connecting link between the two popular types of entertainment and their mutual promotion, securing each party a broader marketing reach. Agent Hugo plays

an important role on the band's tour throughout Denmark, where previews of the game are shown during the song and PS2 game stations are placed in foyers for the audience to try Agent Hugo themselves.

HUGO AROUND THE WORLD

The autumn turned out to be quite a busy and exciting period for our charming little friend, Hugo. Alongside launching the thrilling and action filled game Agent Hugo, Hugo found time to manage his day job as the lovable host of the Hugo TV Show. Several new agreements have been signed further expanding the worldwide reach of the Hugo brand.



HUGO IN ROMANIA

The largest TV station in Romania, TV Prima, signed a two year deal with ITE in early October to expand their children's programming block with Hugo. They see great potential in interactive entertainment bringing Hugo into children's homes throughout Romania. The show has been airing for two months now every Friday, Saturday and Sunday and the first ratings show that Romanian children have quickly adopted Hugo as their own, making the show a great success.



Drawings from Romanian children

VIETNAMESE SUCCESS CONTINUES

Children in southern Vietnam have been entertained by Hugo for some time and with a new agreement recently signed between Hanoi TV and ITE, children in northern Vietnam can now join in on the fun. The supplementary TV format featuring Hugo's friends Stinky and Stomper has now been introduced and ITE hope to further increase sales within the whole range of ITE products making Vietnam a very important Asian market.



FRESH FACE ON BERMUDA

Hugo's global reach has now come to include Bermuda in the impressive track record of countries introducing Hugo's interactive TV Show. Fresh TV has so much faith in Hugo's popularity that the show will be aired 5 times a week for a two year period.



POLAND EXTENDS CONTRACT

TV Polsat has recently extended their contract with ITE for another year of airing the Hugo TV Show in Poland. Hugo has been a tremendous success for years in Poland where a wide variety of merchandise products proves his popularity with the Polish children. Here you'll find everything from comic books and school supplies, to potato snacks, yoghurt bars and juice cartons with images of Hugo on them.



INTRODUCING A NEW AND IMPROVED 3D HUGO

ITE attended the BCWW conference held in Seoul, Korea this November as part of a strategy to secure new business partners for strategic Asian markets. The conference and trade show offered a unique opportunity to network with a wide variety of potential buyers from across the region. BCWW also provided the perfect opportunity to demonstrate the latest interactive TV technology invented by ITE, which enables the real-time 3D animation of Hugo. Trade show and conference participants from Korea, Thailand, Malaysia and Singapore showed great interest in Hugo.



CHRISTMAS GREETINGS

ITE and Hugo the Troll would like to wish everyone a very Merry Christmas and a Happy New Year. We look forward to continue our cooperation with all our partners in 2006.

