



# BKN NEWS

## February 2006

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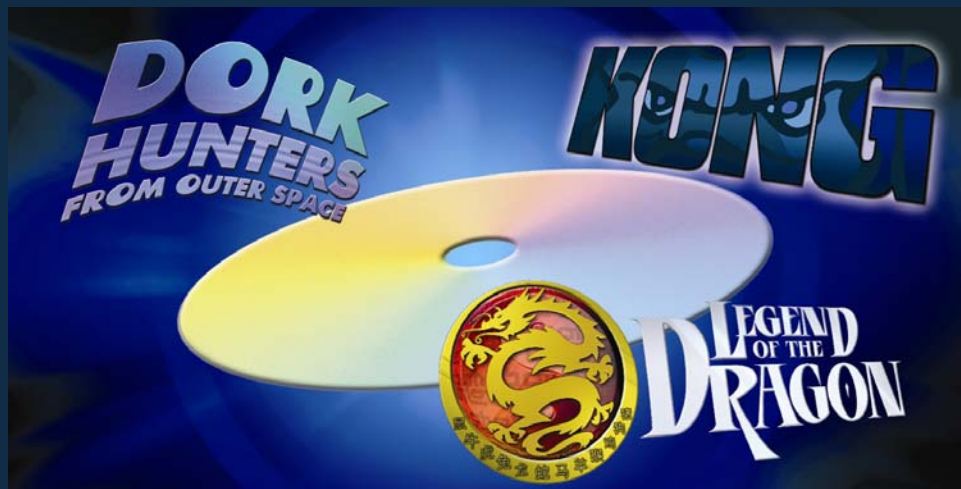
Welcome to the February edition of the BKN Newsletter, which features news and information about our properties throughout the world. We would be delighted to receive your feedback, comments and questions. Please direct them to Amelia Bedford, Brand Manager  
Email: [amelia.bedford@bknkids.com](mailto:amelia.bedford@bknkids.com) tel: +44 (0) 20 7269 8670

### BKN Opens BKN Home Entertainment

BKN is expanding into the home entertainment and new media distribution business with the launch of two new businesses in the UK and US.

BKN Home Entertainment Ltd (UK) & BKN Home Entertainment (US) will handle the DVD release of films produced in high quality traditional or CGI animations featuring original music and voice-overs from well known actors. The titles will include A Christmas Carol, Jungle Book and Robin Hood. In addition, the division will release new BKN TV series such as Legend of the Dragon, Kong – The Animated Series and Dork Hunters from Outer Space into the DVD market. BKN will produce these projects, create the packaging and dub into major languages. In the UK and Ireland we will distribute under our own label. In other markets we will secure distribution deals.

The division will be headed by Matthew Graham-Clare who joins as MD from Universal Pictures where he was sector manager for the DVD division. He has also served as sales director at Maximum Entertainment, distributing the Disney-owned Jetix TV channel's brands for home entertainment.



## BKN Opens a Spanish Office in Barcelona

BKN Kids New Media SL has opened in Barcelona to handle our activities in Spain, Portugal, Italy, France and Latin America. This will allow us to better service our customers in these regions.

Laura Tapias has been appointed as Managing Director of BKN Kids New Media SL. Laura was previously VP Sales & Marketing for Spanish, Portuguese and Italian speaking territories at BKN New Media Ltd.

## Legend of the Dragon (39x24')

### BKN Launches Legend of the Dragon toy line at Hong Kong Toy Fair

At the recent Toy Fair in Hong Kong (10-13 January) we launched the Legend of the Dragon toy line in conjunction with our master toy licensee, Grand Toys International. A cocktail party held on 10 January was well attended by distributors, retailers and licensees. We have had a positive response to the toy line and distributors have been appointed in many key territories.



### Legend of the Dragon Achieves Strong Ratings in Germany & UK

The series launched on Saturday 7 January 2006 on Super RTL's TOGGO Action Block, airing after popular show Power Rangers. During its debut *Legend of the Dragon* achieved strong ratings with a 22.3% market share against the core demographic of children 3-13 years in Germany. These strong ratings come on the heels of the launch of *Legend of the Dragon* in the UK in September 2005 on BBC1, where the show achieved an average 21.5% share of the children's audience.

### Legend of the Dragon returns to CBBC in the UK

Legend of the Dragon will be back on CBBC in February. The show will be broadcast on CBBC from Saturday 4 February every Saturday and Sunday morning at 0800 with two episodes played back to back.





## Legend of the Dragon at the New York Toy Fair

Legend of the Dragon master toy licensee Grand Toys, will be showing the full range of Legend of the Dragon toys at the forthcoming New York Toy Fair. Our North American agent, JTMG, will be presenting the range at Grand Toys showroom on Monday 13 February. Please contact Klay Kaulbach if you would like to arrange an appointment [jtmgklay@yahoo.com](mailto:jtmgklay@yahoo.com).



## September 2006 Marketing Launch for Legend of the Dragon

September 2006 will see the start of the roll out of Legend of the Dragon consumer products.

The following toy distributors have so far been appointed for toys and games:

Grand Toys – USA & Canada

Cards Inc – UK

Playwell – France & Middle East

Kidoo – Germany

Giochi Preziosi – Spain

Hong Kong Toy Centre – Australia, New Zealand, Asia, China

Just Fun Toys – South Africa

Licensees launching product later this year include:

Eurosticker – stickers, trading cards & albums (Germany, Austria, Switzerland & Israel)

The Game Factory – PS2 & PS3 games (worldwide)

Kord – party accessories (worldwide)

Lameirinho Industria Textil – bed linen (Spain)

Panini Espana – stickers & chromos (Spain & Portugal)

Planeta De Agostini – PC & mobile phone games, comics (worldwide)

Promus – publishing (France, UK & Asia)

Unice-Smoby – balloons, balls & space hoppers (Spain & Portugal)

WFE – Warenautomaten – vending machine toys (Germany, Austria & Switzerland)

The brand has been presented and received great exposure at the recent toys fairs in Hong Kong, London, Nürnberg and New York.

## BKN Sponsors Kidscreen Summit

BKN is sponsoring a breakfast at the KidScreen Summit. The KidScreen Summit takes place in New York City between 8-10 February. For further information take a look at <http://www.kidscreensummit.com/2006/>.

For further information about our properties, please contact:

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All transmission and launch dates are subject to change.

We hope you enjoy the newsletter, however if you prefer not to receive it please inform Amelia Bedford: [amelia.bedford@bknkids.com](mailto:amelia.bedford@bknkids.com)

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