



PRESS RELEASE

MONDO TV GROUP: Mondo TV partners with Entertainment One to bring *Puppy in my Pocket* to North America

Rome – 5 October 2012 – Mondo TV and Entertainment One (“eOne”) are pleased to announce that they have closed a license agreement for the exploitation of home entertainment and digital rights to the hugely popular animated series ***Puppy in My Pocket – Adventures in Pocketville*** in the North American market.

Currently airing twice daily (M-F) on Cartoon Network’s Boomerang Channel in the USA, the series, co-produced by Mondo TV, MEG and Giochi Preziosi, is based on the enormously popular pocket-sized toys from MEG and has been acquired by more than 130 countries. Beginning this Fall, US-based Jakks Pacific will distribute a new toy line that will feature collectible figures, accessories, play sets and plush. Scholastic is also on board as the official US publishing partner.

eOne is planning a mid-2013 DVD launch for the property.

“We are very happy to have Entertainment One on board the *Puppy in my Pocket* project,” said Matteo Corradi, head of sales of Mondo TV. “We feel that they are the best partner to boost the series on the DVD sector in such an important market as the North America.”

“We’re very excited to collaborate with Mondo TV and their partners, and delighted to be involved with the US launch of this charming and highly-commercial series,” said Michael E. Rosenberg, President eOne Films US. “With a number of innovative interactive initiatives also in the works, *Puppy in My Pocket* is sure to resonate with US kids, just as it did in the European market.”

“We are delighted to be working with Entertainment One to bring *Puppy In My Pocket Adventures In Pocketville* to kids on DVD,” said Joe Morrison, CEO of MEG. “They are a great addition to our very important core group of licensees like Jakks, Scholastic, Redan, 505 Games and our many international partners, including Giochi Preziosi, Flair and Mondo TV.”

About Entertainment One

Entertainment One Ltd. (LSE: ETO) is a leading international entertainment company that specializes in the acquisition, production and distribution of film and television content. The

company's comprehensive network extends around the globe including Canada, the U.S., the UK, Ireland, Benelux, France, Germany, Scandinavia, Australia, New Zealand, South Africa and South Korea. Through established Entertainment and Distribution divisions, the company provides extensive expertise in film distribution, television and music production, family programming and merchandising and licensing. Its current rights library is exploited across all media formats and includes more than 24,000 film and television titles, 2,700 hours of television programming and 45,000 music tracks.

About M.E.G.

M.E.G. is a leading owner, creator and developer of a wide range of successful Intellectual Properties. In addition to Puppy In My Pocket®, M.E.G. also owns and markets an extensive list of other In My Pocket® properties such as Kitty In My Pocket®, Jungle In My Pocket®, Pony In My Pocket®, Ocean In My Pocket®, Monster In My Pocket®, and Baby In My Pocket®. Other innovative brands created and owned by MEG include Stink Blasters®, Power Buggz®, Lottalittles® and Scent Stars®. These highly successful properties are manufactured by M.E.G. and sold worldwide by top-tier toy distributors covering 50 countries. M.E.G. is also the co-producer of the children's animated TV series *Puppy In My Pocket Adventures in Pocketville*. The company was founded by a former Mattel EVP of Marketing, Joe Morrison, and is based in El Segundo, Calif. For more information: visit <http://www.megtoys.com/>.

About Mondo TV S.p.A.

Listed on the Star segment of the Italian Stock Exchange, based in Rome, Mondo TV is a group of nine companies. The Group is leader in Italy and one of the leading European manufacturer and distributor of television series and animated films for TV and cinema, and is active in related sectors (audiovisual and musical distribution, exploitation, media, publishing and merchandising). For more information on Mondo TV, go to www.mondotv.it

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