



## **PRESS RELEASE**

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### **MONDO TV: new agreement with CPLG - Copyright Promotions Licensing Group and Play Entertainment for the development of the licensing of Angel's Friends**

**Rome, 15 July 2013** – Mondo TV announced that CPLG will be the exclusive agent for merchandise and promotional rights of Angels Friends in Italy. The TV-series Angels Friends is co-produced by Mondo TV, Play Entertainment, and RTI (Mediaset).

The new second season of the popular girls TV series Angels Friends will be broadcast on Boing, the kids channel born as a joint venture between Turner Italy and RTI (Mediaset), which represents an ideal window for supporting the licensing of the property on which Mondo TV owns a majority stake.

CPLG is already working together with PE to the new Angels Friends style guide which will be launched during next Brand Licensing Europe in London, while Mondo TV continues the distribution worldwide of the audiovisual product.

Matteo Corradi (Managing Director of Mondo TV) says: “We believe that CPLG is the right partner for strengthening this brand in which we invested, and we believe, a lot.”

Simona Ferri (CEO, Play Entertainment) says “PE is glad to announce this new partnership with CPLG and look forward to meet new potential partners during next international events to discuss current and future properties”.

Maria Giovanna Gurrieri (Managing Director, CPLG Italy) says “I'm really excited to manage this property, because there is the real necessity of having a new girl-targeted brand in the market and Angels Friends is ready to fill this gap”.

*Mondo TV, listed in the Star segment of Borsa Italiana, has its registered office in Rome and is a Group made up of four companies; the Group is a leader in Italy and among the primary European operators in the production and distribution of television series and cartoon films for TV and the cinema, and is active in the related sectors (audiovisual and musical distribution, licensing, media, publishing and merchandising). For further information on Mondo TV, visit [www.mondotv.it](http://www.mondotv.it).*



Created in 2008 by Simona Ferri, former Play Press Vice-President, **Play Entertainment** has established itself rapidly in the entertainment world. In 2008 PE has launched its first animated series, *Angels Friends* co-produced with Mondo TV and RTI, capturing market attention thanks to a successful marketing and licensing strategy. Now PE is launching new brands. [www.play-entertainment.com](http://www.play-entertainment.com)

**CPLG** is one of the world's leading entertainment and sport licensing agencies with offices in the UK, Benelux, France, Germany, Italy, and Spain. CPLG, a DHX Media company, has more than 35 years of experience in the licensing industry. CPLG's often-imitated company structure provides each of its clients with dedicated licensing, marketing and industry professionals and a fully-integrated design, legal and accounting service. [www.cplg.com](http://www.cplg.com)

**DHX Media** ([www.dhxmedia.com](http://www.dhxmedia.com)) is a leader in the creation, production and licensing of family entertainment rights. DHX Media owns, markets and distributes over 8,500 half hours of children's entertainment content, and exploits owned properties through its consumer products licensing business. DHX Media is recognized for brands such as *Caillou*, *Busytown Mysteries*, *Inspector Gadget*, *Johnny Test*, *Animal Mechanicals*, *Kid vs. Kat*, *Super WHY!*, *Rastamouse*, and *Yo Gabba Gabba!*. The company also provides programming for *Cookie Jar TV*, the weekend morning block on CBS. DHX Media's full-service international licensing agency, Copyright Promotions Licensing Group, (CPLG), represents numerous entertainment, and sport brands. DHX Media has offices in Toronto, Los Angeles, Vancouver, Halifax, London, Paris, Barcelona, Milan, Munich, Netherlands and is listed on the Toronto Stock Exchange.

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