



## **SALTZMAN COMMUNICATIONS**

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### **“HAPPY TREE FRIENDS SIGNS LICENSING REPRESENTATION DEALS ON THREE CONTINENTS”**

**Australia, Asia and South America jump on board  
popular Internet-driven-animated comedy hit**

(Beverly Hills, CA March 30, 2005) Having already developed a broad range of merchandising items in the U.S. and Western Europe for its global cult animation hit series, “Happy Tree Friends,” Mondo Media is covering the rest of the world by closing licensing agency representation in Australia, South America and Asia, it was announced today by Mondo Media CEO John Evershed.

Evershed stated, “We are seeing an explosive growth in licensing related to ‘Happy Tree Friends’ as more and more teens are exposed to the property on MTV International, the Internet and DVD distribution.”

Attracting 15 million on-line show views over the Internet per month, “Happy Tree Friends” features cuddly characters whose daily adventures in picturesque settings inevitably end up in violent mayhem.

The deals were brokered by Signatures Network, Inc. (SNI) which also handles U.S. licensing for “Happy Tree Friends”. Celebrities Entertainment, handles the characters in Western Europe, and EEMC is the company’s agent in Eastern Europe.

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Australian licensing will be handled by Gaffney International Licensing, whose brand manager, Anna Mobilio, says the animated series is rapidly growing in popularity in Australia. The show currently airs on SBS television in Australia.

"The property has got off to a good start in Australia with a strong following among 15-25year-olds," she says. "We believe it can develop into a huge hit."

On the Latin America front, where "Happy Tree Friends" is the number one rated show on MTV, licensing will be handled by Tycoon Enterprises in all countries except Brazil, which will be handled by Redibra. In addition to being the licensing agent, Tycoon will also be distributing Happy Tree Friends DVDs.

"We're going to position this show as the hottest animation series in the marketplace," says Elias Fasja, president of Tycoon Enterprises. "The fact that these characters can be cute, funny and outrageous without speaking dialogue is great. This is also high quality animation which will impress audiences."

In Asia, the show will be represented by Asian Licensing Partners LTD, which handles opportunities through its offices in Hong Kong, Bangkok, New Delhi, Seoul and China.

"We believe 'Happy Tree Friends' represents a tremendous opportunity in Asia," says Jay Smith, president of Asian Licensing Group. "The character market in the region is flooded with hundreds of cute, loveable and morally-proper creatures that target the children's, girl's and young women markets, but few properties have been able to cross over to boys in the teen-young adult demographic. We believe that 'Happy Tree Friends' will be very attractive and compelling to this audience."

All three licensing companies pointed out that the success of the show on MTV International has dramatically increased the potential for the show's success in its new territories. DVD sales of the Happy Tree Friends shorts compilations are approaching 500,000 units worldwide sold via the Internet and select territorial distribution.

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Mondo Media is an award-winning production studio with an established 15-year track record. Mondo Media's expertise is animated entertainment targeted at teens and young adults for the Internet, broadcast, television, mobile devices and games. The company's revenue sources include online advertising, DVD and merchandise sales, wireless and television licensing. With a growing library of original shows, the company is focused on reaching its core audience using the new media and technologies that teens and young adults turn to for their entertainment. **Cinema Management Group's Edward Noeltner and Mondo Media's John Evershed will be available during Mip-TV at CMG's booth R.35.04 in the Palais' Riviera section**

Signatures Network is the music industry's premiere entertainment licensing and merchandising company, holding the merchandising and marketing rights to more than 125 top entertainment properties including The English Roses, The Beatles, U2, KISS, Alicia Keys and Shakira, among many others. For further information, please visit [www.signaturesnetwork.com](http://www.signaturesnetwork.com).

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