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“HAPPY TREE FRIENDS GOES WIRELESS” (Global Cult Property enters Wireless Market throughout Europe)

(Los Angeles, March 31, 2005) Mondo Media has finalized a series of wireless licensing deals that will blanket Europe with its internationally popular “Happy Tree Friends” animated cult characters, Mondo Media CEO John Evershed announced today. Via its new wireless licensing agreements brokered by its western European agent Celebrities Entertainment, the “Happy Tree Friends” characters are now available in five basic configurations – Java Games, Episode Download, Spot Download, Image Based Content and True Tones/Sound Tones.

“The wireless medium is a natural extension to the explosive growth we are seeing in all areas of ‘Happy Tree Friends’ as airtime on MTV International in Europe, the Internet and the growing European DVD exposure of the property has broadened its appeal with teens and young adults,” stated Mondo Media’s Evershed.

Mondo Media’s Germany-based licensing partner Cyoshi Crucial currently distributes “Happy Tree Friends” content to both operators (including Hutchison 3G, Vodafone, E-plus, Sunrise) and international portals (Jamba/Jamster, itouch et al.), covering Western Europe, Eastern Europe and Israel. Christopher Reisner, Managing Director, Cyoshi Crucial GmbH stated, “We are delighted to be collaborating with all leading European mobile operators to create a truly compelling mobile content property.”

Scandinavian based Daydream Software AB (publ) have created the first java- based wireless “Happy Tree Friends” game and have started distribution of “Happy Tree Friends” throughout mobile operators and portals in Europe, as well as spot downloads and imaged-based content and true tones/sound tones in select markets. “Happy Tree Friends’ fits perfectly in the Daydream portfolio, and we are proud to have the opportunity to develop a series of games based on the ‘Happy Tree Friends’ characters”, says Mads Jørgensen COO at Daydream.

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New York-based EEMC Wireless will develop and distribute “Happy Tree Friends” content in Russia, Poland, the Czech Republic, Hungary, and the former Yugoslavia and CIS. “This is one of the rare occasions where we were swamped with demand from both carriers and consumers even before we began development,” said Petr Litos, Director of EEMC Wireless. “We think it has the potential to be the product of the year.”

Buongiorno Vitaminic Spa provides “Happy Tree Friends” wallpaper, sound files and streaming video in Italy, Spain, France and the United Kingdom.

Mondo Media is also closing a deal with Aspiro to introduce the “Happy Tree Friends” as a WAP (wireless application protocol)-based multi-player game for European territories. The concept, similar to role-playing card games like Pokemon and YU-GO-OH!, but now applied to cell phones, allows players to develop colorful identities and then interact with each other.

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

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.

Cyoshi Crucial GmbH is an independent media company focusing on high-quality production and global distribution of strong entertainment brands for all contemporary media platforms from TV to wireless devices.

Daydream is a Scandinavian publisher and developer of premium mobile games and content, focusing on a collection of exclusive, long-term brands.

Headquartered in New York with offices in Moscow, Warsaw, Prague, Budapest and Zagreb, EEMC Wireless specializes in development and distribution of branded wireless content in Eastern European markets.

Headquartered in Italy, Buongiorno Vitaminic is a leading European company for the design, production and/or aggregation and distribution of multimedia content, mainly in the field of entertainment services via email and wireless telephone.

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