

➡ *Tiny Island Productions on C21 Media*

UK distributor Entertainment Rights takes Thai toon to town



SINGAPORE, 31st March 2008 - UK distributor Entertainment Rights has picked up TV, home entertainment, L&M, music and digital rights to a new toon from Thailand's Shellhut Entertainment. Sheldon (left, 26x30") will be launched at MipTV. Entertainment Rights has worldwide rights outside Thailand, with shared representation in Japan and Korea.

Aimed at four- to eight-year-olds, the show is being produced by Shellhut and Singapore-based Tiny Island Productions, headed by Asian toon veteran David Kwok. "Sheldon is a vibrant and beautifully produced CGI show, with positive universal values that the whole family can enjoy together," said Chloe van den Berg, exec director of international at Entertainment Rights.

About Entertainment Rights (ER)

Entertainment Rights (ER) Plc was founded in 1999, when the company owned the rights to 50 hours of programming. The company has since grown into a successful global children's and family entertainment specialist and is a fully listed company on the London Stock Exchange with offices in London, New York and Nashville.

In January 2007, ER acquired Classic Media and Big Idea and the acquisition has transformed the company making it a leading force in the global children's and family entertainment market. It has also enabled the group to further diversify its portfolio of world famous characters and the library now stands at over 3,600 hours of content.

ER is focused on strategically developing its internationally renowned brands across both traditional and digital media platforms. Annual revenues for the group have increased from £1.9 million in 1999 to £68.1 million in 2007, the last reported financial year.

ER is ideally placed to extend and exploit its portfolio of high quality programming with its own global television distribution division, licensing and digital division, and an established home entertainment label, Right Entertainment. The company has successfully established relationships with some of the world's leading broadcasters and consumer products companies including BBC, Five, Nickelodeon, Cartoon Network, Qubo, Hasbro and Mattel.