

➡ *Tiny Island Productions at MIPCOM 2007*

From Drawing Board to Market

MIPCOM 2007 CANNES, 8th October 2007 - Tiny Island Productions has completed early production on a television series based on original concepts and characters created by Shellhut Entertainment, a Thailand-based affiliate of the merchandising company Shellhut Co., Ltd.

This announcement follows the pre-sales market release of a film teaser and 3 episodes of the series for distribution at MIPCOM 2007. Sheldon follows the creative vision of Shellhut Entertainment's executive producer and director Jirayuth Chusanachoti and production advisors from Thailand, UK, and the US, working with the preproduction and CG production team at the Singapore-based production and producing company, Tiny Island Productions. Headed by David Kwok, an animation veteran in the Singapore animation industry, Tiny Island worked on the series' story development, character redesigning, scripting and CG production. The blend of colourful sets and characters with witty scripting and good character animation makes for excellent edutainment, aimed at children aged 8 years and below. The theme song for the series also features the beautiful singing voice of international Broadway star Lea Salonga, with voice acting and music services provided by Global Content Center in Manila, Philippines.

The stories revolve around the adventures that the lead character (Sheldon) and his friends go through, in their quest to make the world a better and greener place. It is set in a small reef community called Shell Land, a friendly town that welcomes passing travelers like fish, seashells and others, who live on the beach or in the sea. With quirky humor and endearing, unique characters in all shapes and sizes, this animation also deals with universal issues and concerns that viewers can relate to, such as growing up, getting along with family and neighbors and surviving in an ever-changing world.