

News Release

For Immediate Release

MDA launches International Animation Fund To Catalyze New Animation Co-Productions In & With Singapore FremantleMedia Enterprises appointed as worldwide sales agent

Cannes, April 12, 2010 – Following its successful commissioning of and co-investment in some 200 hours of animation titles for co-production, the Media Development Authority of Singapore (MDA) today launched the International Animation Fund (IAF) at MIPTV 2010 in partnership with FremantleMedia Enterprises.

The new International Animation Fund, which invites applications from all over the world for new animation content in any format – including television series, telemovies, theatrical features - will see MDA co-investing up to S\$5 million (US\$3.5 million) for each qualifying project. FremantleMedia Enterprises is MDA's partner for this new initiative, and will represent the chosen projects as worldwide distributor.

"We have enjoyed a longstanding strategic relationship with Fremantle, who share our vision for new catalytic initiatives in global animation and family entertainment. We look forward very much to co-creating new intellectual property in and by Singapore's animation community in partnership with like-minded members of the animation cluster from around the world" said Dr Christopher Chia, MDA's Chief Executive Officer (CEO).

"We are very pleased to expand our relationship with MDA into the field of animation by partnering in their inaugural International Animation Fund. Since announcing our entry into children's and family entertainment last MIPCOM, animation has become an important component to FME's future growth and a strategic initiative for our company.

By partnering with MDA in this fund, we are confirming both the strength of our relationship with MDA and our belief in the animation resources Singapore has to deploy to the world market," said David Ellender, Global CEO, FremantleMedia Enterprises.

Applications for the International Animation Fund are now open (application form downloadable at www.smf.sg). All applications must be received by the close of business, Singapore time, on June 30, 2010, and proposed projects must have a Singapore partner. Shortlisted applicants will be required to pitch face-to-face, in Singapore, to an evaluation panel comprising senior executives from MDA and FremantleMedia.

The IAF comes on the back of MDA's International Film Fund, launched last year at the Cannes Film Market, to stimulate international live-action feature film co-productions in and with Singapore. It is part of MDA's Singapore Media Fusion Plan, details of which can be found at www.smf.sg.

For media queries, please contact:

Ms Sharon Tan
Manager, Communications
Media Development Authority (MDA)
Tel: +65-9726 3153
Email: sharon_tan@mda.gov.sg

Or

Mr Yeo Wee Kiat,
Executive, Communications
Media Development Authority
Tel: +65 8183 3945
Email: yeo_wee_kiat@mda.gov.sg

Or

Ms Marylou Johnston
Priority PR (On behalf of MDA)
Tel: +33 (0) 687 774 989
Email: Marylou@prioritypr.net

Ms Lisa Lazure
Head of Communications
FremantleMedia Enterprises Ltd.
Tel: +44 (0)20 7691 6101
Fax: +44(0)20 7691 6438

About Media Development Authority of Singapore

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation, and interactive digital media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit www.mda.gov.sg and www.smf.sg.

About FremantleMedia Enterprises & FremantleMedia

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of the RTL Group, Europe's largest television and radio broadcast company, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies. FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world. The FremantleMedia Group (which includes talkbackTHAMES, UFA and Grundy amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating nearly 10,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles. FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally, produces such programmes as: Idols (co-produced with 19 Productions in the US), The X Factor (co-produced with Syco in the UK), Got Talent (co-produced with Syco in the UK and the US), Neighbours, The Bill, Family Feud, The Price is Right, Farmer Wants A Wife and Hole In The Wall. www.fremantlemedia.com