



PRESS RELEASE

Mondo TV Group: Agreement signed for the production of an animated TV series based on the Puppy In My Pocket® property. MEG, the original creator of the property, and Giochi Preziosi, will co-produce the show with Mondo TV.

Total budget: USD 7,3 Million

Development of a new toy line based on the show has already started. Introduction of this new toy line will occur simultaneous with the launch of the show, currently estimated for Christmas 2010.

Mondo TV Group - a leading cinema and TV cartoon production and distribution company operating in Italy and abroad - has signed an agreement to produce and distribute a television cartoon series based on the Puppy In My Pocket® brand. Mondo TV will co-produce the show together with MEG and Giochi Preziosi.

MEG and Giochi Preziosi, will also participate in the development and distribution of the new toy line.

The Puppy In My Pocket brand is a very well-known and successful brand on a worldwide basis and was originally launched in the early 1990's. The brand as Cuccioli Cerca Amici, owned by Giochi Preziosi, has become one of the most important toy brands in Italy in the last few years.

The contract provides for the production of a cartoon series composed of 52 episodes, each of 13 minutes length, including a theme song, musical score, dialog, and all post-production work.

MEG and Giochi Preziosi will also coordinate and manage the worldwide licensing program associated with the show on the major merchandising categories such as back-to-school products, stationery, apparel...

The agreement envisions a total production budget of USD 7,3 million for the 52 episodes, which will be financed by the three co-producers. The agreement also specifies a continuous delivery timeline for the 52 episodes, which will be spread over the next 12 months.

The show is expected to start broadcasting in Italy and Spain over Christmas 2010, where advanced negotiations with TV broadcasters are ongoing. Broadcast in other countries worldwide are expected to phase in over Q1, Q2 and Q3 2011.



Mondo TV, floated on the Italian Stock Exchange, is a Group with headquarters in Rome (Italy) and composed of nine companies which is leader in Italy and among the main players in Europe in the production and distribution of animated TV series and full length features for TV and cinema; the Group is also active in related sectors such as music, multimedia, publishing and merchandising. www.mondotv.it

MEG is a leading owner, creator and developer of a wide range of successful Intellectual Properties. In addition to *Puppy In My Pocket*®, MEG also owns and markets an extensive list of other *In My Pocket*® properties such as *Kitty In My Pocket*®, *Jungle in My Pocket*®, *Pony In My Pocket*®, *Monster In My Pocket*®, and the newest version, *Baby In My Pocket*®. Other innovative brands created and owned by MEG include *Stink Blasters*®, *Power Buggz*®, *Lottalittles*®, *Scent Stars*® and *Scent Stars Wearables*®. These highly successful properties are manufactured by MEG and sold worldwide by top-tier toy distributors covering over 50 countries. MEG was founded by a former Mattel EVP of Marketing, Joe Morrison, and is based in El Segundo, California. For more information: visit www.megtoys.com.

Giochi Preziosi Group is a very successful European Toy Group founded by Enrico Preziosi in 1978. It is now 30 years old and is the confirmed market leader in Italy and one of the four largest worldwide players in the toy industry. In addition to an extensive toy range, the Group has implemented a diversification strategy that led it to operate profitably and efficiently in various commodity markets including food, clothing, general retail, childcare and other consumer products intended for youth. Giochi Preziosi headquarter is based in Italy but has settled foreign subsidiaries in US, UK, France, Spain, Germany, Greece and Turkey. Giochi Preziosi turnover on fiscal year 2009 was 865 million euro. The company employs more than 2.500 people.