



TOONZ MEDIA GROUP AND HEROTAINMENT SIGN STRATEGIC PARTNERSHIP AND GLOBAL CONTENT DEAL TO LAUNCH DIGITAL SERIES ON THE POPULAR CHARACTERS 'SMIGHTIES'

Trivandrum, 02 November 2016: India-based Toonz Studios, the flagship division of preeminent media company Toonz Media Group, has signed a strategic partnership with the New York based transmedia and entertainment company Herotainment LLC. The partnership sees Toonz and Herotainment, creators of the popular collectible brand, Smighties, extend the property into a robust digital series named 'Smighties' based on the extremely lovable and unique characters. The 39x7' series is targeted at kids of age group 4-7 years and will be launching summer 2017 on Toonz's globally popular YouTube channel 'Chotoonz', which receives over 100 million monthly views.

There are also plans to expand Smighties' presence in television and licensing & merchandising worldwide.

Smighties are the "small, but mightiest heroes in the universe." There are over one hundred Smighties and each one is special with its own personality and superpower. The Smighties series is inspired by the fantastical worlds of the Smighties brand derived from Herotainment's award-winning online and mobile games. In the brand new series, these adorable characters will embark on amazing adventures in their whimsical worlds upholding values and virtues to entertain kids all over the world. The Smighties' stories will feature friendship and fun and celebrate individuality.

P.Jayakumar, CEO Toonz Media Group said "The characters and world of Smighties are so wonderful that we see immense potential in the concept. We are absolutely excited to partner with Herotainment who created this amazing concept and who shares our values in terms of passion and creativity. We are sure that Smighties will engage and entertain kids around the globe"

"We are thrilled to be partnering with Toonz to bring our beloved Smighties to fans all over the world in a captivating, animated series," said Wade Teman, Co-CEO of Herotainment, LLC. "The pint-sized heroes are relatable and inspiring, and Smighties teach kids that you can be small, but still dream big," says Caryn Teman, Co-CEO of Herotainment, LLC.

About Toonz Media Group

Founded in 1999, Toonz Media Group and its flagship divisions encompass dedicated units with activity spanning IP creation, production, distribution and rights exploitation, digital and gaming content, licensing and merchandising as well as training. Its production studio boasts of an enviable pedigree of successful coproduction partnerships with companies including Walt Disney, Turner, Nickelodeon, Sony, Universal, BBC and Paramount as well as the creation of India's first 2D animated TV series & 2D feature film and India's first 3D stereoscopic theatrical release. In 2014, Toonz acquired Imira Animation, a leading Spanish production and distribution company specializing in kids & youth programming with a focus on Europe, US, Latin America and Africa markets. The Group's recent additions - Toonz New Zealand and Toonz Turkey will focus on production and distribution in the Australasian and Middle East markets respectively. The New Zealand division will also specialize in L&M and the international live action in the Toonz slate. The digital arm, Toonz Digital is primarily involved in Web TV for kids named 'Chotoonz' and 'Babytoonz' in English and various other languages; and Malish TV a Russian channel on TV and digital platform. Toonz Digital is also involved in Game development along with consulting in the social media space. Toonz Media Group is a part of the multi-billion dollar Comcraft Group based out of Geneva, Switzerland.

About Herotainment:

Herotainment, LLC is an award-winning transmedia and entertainment company creating interactive content for kids and families around the world. Herotainment's engaging characters and stories are being developed for television, books, live action shows, movies, toys, board games, mobile apps, trading cards and much more. The company's brand mission is about empowering kids, creating enriching multi-platform experiences, and positive social interaction. Herotainment has received numerous awards and prestigious recognitions for their fun and immersive online experiences and mobile games. Herotainment's inspirational brands and characters have captivated kids across the globe.