

FOR IMMEDIATE RELEASE:

Contact:
Contact Person: Ian Jones, Executive Producer
Company Name: FARMkids Pty Ltd
Telephone Number: 0419 176 590
Email Address: ijones@farmkids.com.au
Web site address: www.farmkids.tv



FARMkids triumphs at Cannes TV Market

Brisbane, Queensland, May 1 2007.

Brisbane based animation company, FARMkids, has returned from the world's largest television market in Cannes, France after a triumphant launch and the successful sale of its locally produced children's TV animation series.

The Cannes television market, known as MIPTV is one of the world's largest, with over 13,000 delegates from 107 countries buying, selling and displaying their media properties in a five day frenzy of activity.

FARMkids was created by Brisbane identity Scott Strachan, and is a new, animated children's series for 6-11 year olds featuring a quirky collection of pampered, petting-zoo animals who don't have a clue how to survive in the country when they are unexpectedly relocated to Dude Ranch.

Produced in stunning 3D computer generated images, FARMkids is said to be amongst the world's best animation currently made for television.

While the series has crazy characters and fast paced comedy, FARMkids also contains positive themes and messages for children.

Earlier this year, FARMkids appointed PorchLight Entertainment as its global distributor for all territories except Asia and Australia/New Zealand. PorchLight, headquartered in Los Angeles, is one of the world's leading family and children's entertainment companies.

PorchLight launched FARMkids at MIPTV and immediately closed a deal with Disney Channel Latin America, which will offer the FARMkids series in both Spanish and Portuguese. Broadcast of the series on Disney Latin America is expected to begin later this year.

William Baumann, Chief Operating Officer for PorchLight, said, "The response to this funny kids' series has been outstanding. FARMkids is in demand by leading kids networks across the world. We're confident this will be one of our strongest titles this year."

Scott Strachan says "The FARMkids were created for children when I was an educator of young kids in schools in Australia. My concept with FARMkids was to give back to children the enjoyment and excitement that I got from them in the classroom, but to do this through television across the globe."

"Seeing my dream now a reality in the global TV world is almost surreal."

FARMkids is a privately funded production company headquartered in Wacol on the southern outskirts of Brisbane. The company has a creative team of 10, and has contracted local actors, writers and graphic artists to help create the 26 x 12.5 minute TV series.

-more-



The computer generated animation is done in studios in India and China.

Using 3D animation technology, the FARMkids team has created a collection of unique and loveable characters that are making the show a hit with children and their parents.

The characters include MooLoo, the business savvy cow; a super dog named Doogie; Russ, a crow with obsessive compulsive tendencies; Frizz, the hip-hop-loving sheep; annoying baby duckling named Bean; Gilly, a temperamental French culinary goat; a wise but forgetful rooster named Drumstick; Poppit, the clever tomboy pig; Buster, the super cool techno horse; Dumpster, the extreme sports crazy bull; a neurotic designer rat named Rod; and Splat, an angry red neck cat.

Ian Jones, FARMkids Executive Producer says “FARMkids has all the elements of a classic production: a great look and feel, clever story line, wonderful characters and leading edge animation. This makes it an outstanding property for all traditional and new media platforms and for licensing. The next step in our FARMkids journey is two new TV series and the FARMkids movie based on a unique and contemporary storyline with appeal to kids and adults.”

An Australian broadcast deal is expected soon and worldwide sales continue to grow. Australian kids can expect to see FARMkids on TV early in 2008.

For a small Brisbane group the FARMkids creative team and their unique bunch of characters are making a big splash in the huge world media market, and continuing the tradition of proving that Australian talent is amongst the world’s best.

###

About FARMkids Pty Ltd

FARMkids is a privately funded, independent animation and creative studio based in Brisbane, Australia. The FARMkids production house specialises in leading edge 3D CGI animation for children. With its first season of the FARMkids television show nearing completion, the FARMkids team is now working on season two and the FARMkids movie special, planned for release in 2009.

More information can be found at: www.farmkids.tv

About PorchLight Entertainment

PorchLight Entertainment is a multi-faceted company focused on the production and distribution of high-quality family entertainment and licensing and merchandising representation for children’s and family brands and trademarks. Since its formation in 1995 by veteran entertainment executives Bruce D. Johnson and William T. Baumann, PorchLight has built a large and diverse distribution library of nearly 200 movies, over 1,000 episodes of children’s programs and a growing non-fiction and music programming library. PorchLight has also produced more than 40 live-action and animated movies and major animated series including Emmy Award-winning programs.

For more information, visit www.porchlight.com.