



MEDIA RELEASE

SLR PRODUCTIONS ANNOUNCES CO-PRODUCTION WITH KI.KA & ARD's HR ON WORLDWIDE CHILDREN'S PRESCHOOL CLASSIC "GUESS HOW MUCH I LOVE YOU"™

SYDNEY, September 16 2010...

Emmy Award winning and leading Australian children's entertainment company, SLR Productions has today announced a co-production deal with German children's broadcaster KI.KA-Der Kinderkanal von ARD & ZDF on the animated preschool series, ***GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare***. Also on board is one of KI.KA's parent companies, HR-Hessischer Rundfunk of ARD.

The first time adaptation of the bestselling classic, GUESS HOW MUCH I LOVE YOU™, is the 52 x 11 minute series which relates the adventures of the Nutbrown Hares and their friends with the same endearing simplicity and love that has made the book a timeless classic. For over 15 years this memorable picture book about a father and son's efforts to measure how much they love each other has enchanted children and adults the world over.

Always ready to play and laugh, Little Nutbrown Hare bounds through his days with a twitching curiosity. The ever patient Big Nutbrown Hare lovingly leads his son on journeys of discovery about the joys that nature holds. Inquisitive Little Field Mouse and mischievous Little Grey Squirrel often join them on adventures and not too far away they might encounter clever Little Redwood Fox, or Little White Owl with her tall tales of mystery and magic. Together they explore the meadows, forests and streams, playing, laughing, and discovering the wonder that the world holds.

GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare keeps love as the major theme and each adventure in the series has a particular season as its backdrop, the wildflowers of Spring, the long, lazy days of Summer, the brilliant colours of Autumn or the frozen landscape of Winter.

The picture book, written by Sam McBratney, illustrated by Anita Jeram and published by Walker Books, has become an international publishing phenomenon, selling more than 22 million copies worldwide.

SLR Productions and KI.KA have previously teamed up on the animated comedy series, *I got a Rocket!*, an Emmy Award winner, New Approaches – Daytime Children's Entertainment in 2008.

Executive Producer, Suzanne Ryan said "It is with much pleasure that we are working again with KI.KA & ARD's affiliate HR (Hessischer Rundfunk from Frankfurt). Our creative team are honoured to be bringing to life the animated version of the Nutbrown Hares and their friends. We know the show will have a special place in the homes of German and Australian children as well as the world over. We share the same vision and passion for the series which comes with tremendous support from KI.KA and ARD's HR".

Sebastian Debertin, Head of Fiction, Acquisitions & Co-Productions said: “We are more than delighted to have teamed up with award-winning producer Suzanne Ryan again on this unique property! It is stunning to see what a wonderful and charming GUESS HOW MUCH I LOVE YOU world SLR and its development team, the scriptwriters and the editorial team here at KI.KA have created together, based on this fantastic and outstanding book by McBratney & Jeram! In German speaking territories there is a huge fan-base. One is obviously kids and on top of that, an additional fan base of adults who like to give the book as a gift on Valentine’s Day and similar occasions. So we are sure we are co-producing a new hit and classic for broadcast on KI.KA and later, on ARD, for kids and adults too.”

SLR PRODUCTIONS

SLR Productions is one of Australia’s leading and Emmy Award winning children’s entertainment companies that specializes in the creative development and production of world-class children’s entertainment programmes. Executive Producer Suzanne Ryan established SLR as an independent production company in 2003 and, since then, has been sourcing and developing significant properties for the international children’s market. With more than 60 hours of content sold in over 50 countries around the world, SLR Productions continues to create hit shows with truly global potential. SLR Productions is owned by Suzanne Ryan and South Pacific Pictures.

www.slrproductions.com

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