



MEDIA RELEASE

CO-PRODUCER ANNOUNCED ON SLR PRODUCTIONS' PRE-SCHOOL ANIMATED SERIES, GUESS HOW MUCH I LOVE YOU™ - THE ADVENTURES OF LITTLE NUTBROWN HARE

SYDNEY, October 4 2010

Emmy Award winning and leading Australian children's entertainment company, SLR Productions today announced Scrawl Studios with the Media Development Authority of Singapore (MDA) as a co-producer partner on the much anticipated preschool animated series, ***GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare***.

Executive Producer, Suzanne Ryan said "I am delighted to have the opportunity to be working with a co-production territory like Singapore – the creative team at Scrawl are first class so the synergy between our two studios will make for a charming and timeless program".

Scrawl Studios' Chief Executive Officer, Seng Choon Meng, said "We are extremely pleased to partner with SLR to bring these lovely books to the small screen. SLR is renowned for its children's programmes and we are confident it will be a successful collaboration that will yield a refreshing series to delight preschool kids and their parents alike."

Media Development Authority's Chief Executive Officer, Dr Christopher Chia said "***GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare*** is the first animated television series to be co-produced under the Australia-Singapore Co-production Agreement. This production leverages the highly-successful children's book of the same name, which has been winning fans around the world for the last 15 years. It is yet another excellent example of a Singapore production company tying up with leading international partners to bring content to global audiences".

This is the first time adaptation of the bestselling classic, GUESS HOW MUCH I LOVE YOU™, into a worldwide animated preschool 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

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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