



MEDIA RELEASE

SLR PRODUCTIONS SIGNS WORLDWIDE DISTRIBUTION AGREEMENT WITH CCI ENTERTAINMENT FOR ANIMATED PRESCHOOL SERIES, GUESS HOW MUCH I LOVE YOU - THE ADVENTURES OF LITTLE NUTBROWN HARE

SYDNEY, September 20 2010...

Emmy Award winning and leading Australian children's entertainment company, SLR Productions has today signed a worldwide* distribution deal with Canada's CCI Entertainment Ltd for the animated preschool 52 x 11 minute series, ***GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare***, *excluding Australia, New Zealand and South East Asia.

Executive Producer, Suzanne Ryan said "I am thrilled to have signed a deal with CCI Entertainment for the distribution of ***GUESS HOW MUCH I LOVE YOU -The Adventures of Little Nutbrown Hare***. It is a series that will translate and be enjoyed by kids and parents globally so we are confident of the success of the program".

EVP of Distribution at CCI Entertainment, Jill Keenleyside stated, "We are really excited about working with SLR Productions and the GUESS HOW MUCH I LOVE YOU™ team. The books have made the property a household name and we look forward to bringing the magic of the characters and their message to broadcasters and children around the world".

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

CCI Entertainment Ltd. (Cambium Catalyst International)

CCI's children's library includes such shows as, *Harry and His Bucket Full of Dinosaurs*, *Artzooka! Frankenstein's Cat*, *Monster By Mistake* and *Ghost Trackers*. Classics such as *Sharon*, *Lois & Bram's Elephant Show* and *Shining Time Station*. CCI Entertainment continues to be an industry leader by developing and distributing content that entertains, engages and fuels imaginations.

CCI Entertainment is one of Canada's leading independent production, distribution and licensing companies with a successful track record spanning twenty five years. CCI has been particularly recognized in the area of family television, lifestyle programming, documentaries and movies having been responsible for thousands of hours of award-winning entertainment for the world market.

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