



**TAFFY ENTERTAINMENT SIGNS DISTRIBUTION DEAL WITH
SLR PRODUCTIONS FOR NEW ANIMATED SERIES ‘GASP’ AND
SECURES BROADCAST DEAL WITH FRANCE’S CANAL+**

Paris, 25 February 2009 – The MoonScoop Group’s Taffy Entertainment, the worldwide brand management and entertainment company representing properties from some of the leading animation producers across the globe, announced today it has signed a worldwide (except Australia, New Zealand, China and parts of Southeast Asia) distribution deal with SLR Productions for the animated comedy series *GASP* (52 x 11’), based on the popular comic book series. The company has also secured a broadcast deal for the series with Canal+ of France. The announcements were made today by Lionel Marty, President, Worldwide Sales for Taffy Entertainment.

GASP is the “fin-slappingly” funny new animated comedy series based on the highly acclaimed comic book series by Australian author and illustrator Terry Denton. Told from the point of view of a friendly, lovable goldfish named Gasp, the series explores family relationships through the wacky adventures of pets left home alone. Gasp lives in a world where animals walk, talk and watch TV, guppies ride motorbikes, and goldfish surf the internet...that is when the humans aren't around. Now in production, the first episodes of the series will be delivered this June and it will begin airing in Spring 2010. The series is produced by SLR Productions, in association with Screen Australia, Network Nine Australia, ABCKids, Agogo and Taffy Entertainment.

“Taffy Entertainment is the ideal distribution partner for a show like this, given their incredible track record of success in children’s programming” explains SLR principal Suzanne Ryan. “Securing their initial deal in Europe with a high-profile broadcaster like Canal+ is the first step to what we anticipate will be a strong rollout across Europe and the rest of the world.”

“This new TV series brings to life a lot of the same great humor found in the popular comic book, but in all-new exciting adventures,” said Marty. “We’re looking forward to introducing it to buyers from around the world.”

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About Taffy Entertainment

Part of The MoonScoop Group, Taffy Entertainment (www.TaffyEntertainment.com) is a leading worldwide distribution, brand management and entertainment company representing brands from some of the largest animation producers across the globe. This includes the prolific Mike Young Productions; MoonScoop Productions, the top producer of animation in Europe; and select properties from third parties. Taffy's library for distribution and/or consumer products includes the Emmy® Award-nominated series "ToddWorld," "Dive Olly Dive!" and "Growing Up Creepie," as well as "Pet Alien," "Titeuf" (TooTuff), "Mix Master," "Fantastic Four," "Code Lyoko" and "Casper," among many others. With offices in Paris and Los Angeles, the company has fully-integrated production, distribution, licensing, merchandising and marketing facilities. It also has a library that includes over 3,000 half hours of animation, encompassing some of the most recognizable worldwide brands and best-loved animated creations in the global television market. The company also distributes to leading broadcasters in 160 countries around the world.

About SLR Productions

Based in Sydney, Australia, SLR Productions is an Emmy Award winning company that specializes in the creative development and production of high-quality 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 first-class properties for the international children's market.

Programmes to date include the Emmy Award winning and AFI nominated series I Got A Rocket!"(co produced with Taffy Entertainment & K.I.K.A), the comic book series turned animation series Gasp! (Nine Network & ABC), action adventure comedy series Dex Hamilton: Alien Entomologist (co produced with March Entertainment), AFI Nominated drama series Deadly! (Nine Network) and, coming soon the preschool programme Guess How Much I Love You™ based on the international bestselling picture book, which has sold more than twenty million copies worldwide.

With a diverse mix of properties currently in development and plenty more content under consideration, SLR continues to create hit shows with truly global potential.

SLR is owned by Suzanne Ryan and New Zealand production company, South Pacific Pictures.