

[For Immediate Release]



## **“Pleasant Goat and Big Big Wolf Movie 4” to Go Global**

### ***Enters into Distribution Agreement with The Walt Disney Studios Motion Picture to Enhance Distribution Coverage***

(Hong Kong, 5 July 2011) – **IMAGI International Holdings Limited** (“IMAGI”, and together with its subsidiaries, “the Group”; HKSE Stock Code: 585), and its strategic partner **Creative Power Entertaining Limited Liability Company** (“CPE”) are pleased to announce that the next “Pleasant Goat and Big Big Wolf” movie (“**Movie 4**”) is to be distributed globally via **The Walt Disney Studios Motion Picture**, an international film distribution company under **The Walt Disney Company** (“Disney Co”).

According to the agreement, The Walt Disney Studios Motion Picture is licensed to distribute or to sub-license a third party to distribute Movie 4 through theatres all over the world except Mainland China and Hong Kong. It is also licensed to distribute or to sub-license a third party to distribute Movie 4 through TV, internet, mobile platform and other new media channels in Mainland China, Hong Kong, Macau and Taiwan. The arrangements enable the promotion of Movie 4 to achieve a global distribution through cinemas, and all traditional as well as new home entertainment modes.

**Mr Soh Szu Wei, CEO of IMAGI**, said, “Pleasant Goat and Big Big Wolf’ feature movies have been big hits in the Greater China region. We intend to leverage this opportunity to dramatically diversify and broaden our reach geographically through our agreement with The Walt Disney Studios Motion Picture. This partnership will also help to enhance the distribution of our ‘Pleasant Goat and Big Big Wolf’ franchise and widen brand appeal, which in turn will attract a broader consumer base and strengthen consumer loyalty. With this contractual arrangement, our plan of having ‘Pleasant Goat and Big Big Wolf’ going global is one step closer to reality”.

In Movie 4, goats and wolves will cross over with **Xiao Long** (「小龍」), which is from a locally produced animation series and Disney Co is currently the master licensee for its consumer products. Xiao Long is a cute, friendly, warm-hearted kungfu master. Whenever the situation calls for it, Xiao Long will transform into different super dragons “Wu Xing Long” with super powers from the five elements (Wu Xing) of Gold, Wood, Water, Fire and Earth. Xiao Long is going to teach the goats and wolves martial arts to fight against their nemesis and save the world. His crossover to partner with the goats and the wolves will bring more power, fun, liveliness, story twists, ultimately adding to the appeal of the “Pleasant Goat and Big Big Wolf”

movie. His interactions with the main characters, goats and wolves are hilarious, but positive and inspiring. Research in China has shown positive feedback amongst kids and their parents. They find the story entertaining. Despite the incorporation of Xiao Long, the storyline remains faithful to brand values and character attributes already associated with the characters of the “Pleasant Goat and Big Big Wolf” TV series and movie series. Interactions between the goats, wolves and Xiao Long are intriguing whilst kids are also amazed by the level of details CPE has put into the designs of the costume and props for Movie 4.

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**ABOUT IMAGI**

**IMAGI International Holdings Limited** (“IMAGI”) (Stock Code: 585) is a listed company on the main board of the Hong Kong Stock Exchange. **IMAGI** is principally engaged in the production, distribution and marketing of computer graphic imaging (“CGI”) animated motion pictures with both licensed classic anime properties and original designs; licensing of ancillary rights of CGI animation pictures and provision of creative and design to integration services in all CGI products.

Its wholly owned subsidiary, **Toon Express Group** (“TE Group”) is a leading brand manager in China’s animation industry. It manages popular animation brands in the PRC, such as “Pleasant Goat and Big Big Wolf(喜羊羊與灰太狼)”, “Happy Family”, “Cookie Master”, “Planet of Seven Colors” and “Legendary Soccer Kid”, with a focus on the consumer products licensing business.

TE Group has key commercial arrangements with two contractual partners, being Creative Power Entertaining LLC (“CPE”) and Disney Enterprises, Inc (“Disney”). CPE is engaged in the development, production and distribution of AV Programmes of the above brands. It is also involved in publication, content development and licensing as well as stage shows and mobile carnival operations. Through these arrangements, TE Group is able to develop a unique business model with an aim to tap into different business segments of the family entertainment industry in China as well as other parts of the world.

Both CPE and TE Group jointly cooperate and coordinate brand activities to ensure maximum brand value. CPE owns the copyrights (contents) in the forms of television programmes, movies, publications, and stage shows, while TE Group holds the distribution and licensing rights of the animation brands.

*For further information, please visit, <http://www.imagi.com.hk>, [www.toonexpress.com](http://www.toonexpress.com) and [www.toonwiz.com](http://www.toonwiz.com)*