



SALTZMAN COMMUNICATIONS

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**“MONDO MEDIA’S HAPPY TREE FRIENDS HITS #1 on
iTunes TOP SUBSCRIBED PODCASTS”
Happy Tree Friends Maintained Number One Slot for
Most Subscribed Podcasts between Christmas and New Years**

(San Francisco, CA January 3, 2006) *Happy Tree Friends*, the global cult animation hit that originated as a series of shorts on the Internet in 2000, hit the number one slot on iTunes Top 10 Podcasts over the 2005 holiday season. The series, which has worldwide distribution for DVDs, merchandise, television and mobile devices, has consistently proven a popular iTunes download, remaining in the Top 5 Podcasts since December 19th.

“Understanding that video iPods are the perfect device for viewing short, funny animated shows, we quickly adapted *Happy Tree Friends* into an iTunes Podcast,” said John Evershed, CEO of Mondo Media. “It’s great to know that all those video iPods left in people’s stockings were used to watch *Happy Tree Friends* over the Christmas break. This is an exciting way for us to find new fans and provide an alternative means for our existing fans to view our content.”

Although national holiday retail figures won't be out for another week, the popularity of the new iPod video player was apparent since its release in October. According to StreamingMedia.com, "iTunes reportedly had a huge Christmas surge; several analysts expect Apple will release numbers showing that traffic on the iTunes site increased by 50% between December 24 and December 25 of last year." As well, "it's anticipated that Apple will report a 30% increase in sales over last holiday season's staggering iPod numbers."

As they currently do for their online business, Mondo Media plans to insert 15-second advertisements in front of the episodes available on iTunes and is already evaluating a number of sponsors looking to reach the teen and young adult audiences.

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About Mondo Media

Mondo Media is an award-winning production studio with an established 15-year track record. Mondo Media's expertise is animated entertainment targeted at teens and young adults for the Internet, broadcast, television, mobile devices and games. The company's revenue sources include online advertising, DVD and merchandise sales, wireless and television licensing. With a growing library of original shows, the company is focused on reaching its core audience using the new media and technologies that teens and young adults turn to for their entertainment.