



FIREWORKS INTERNATIONAL STRIKES EXCLUSIVE MULTI-PLATFORM CONTENT DEAL WITH MONDO MEDIA

LONDON 07 August, 2007. **Fireworks International**, the television distribution arm of **ContentFilm Plc**, has announced the conclusion of an exclusive agreement with award-winning digital entertainment company **Mondo Media**, to distribute over 20 hours of animated shorts.

The deal provides Fireworks International with multi-platform international rights outside the US to Mondo Media's Mondo Mini Shows catalogue (including the Icebox catalogue) featuring a raft of offbeat comedy programming for broadcast, online, mobile, VOD, IPTV and home video distribution. Mondo Media is a leading innovator in the use of new media platforms for delivery of high-quality animation, with a collection of shorts designed for an adult audience, providing an irreverent look at life from celebrity and music to politics and religion. Short-form programming featured in the deal includes *Thugs on Film* (103 x 3-5 minutes), *Heavy Metal Guy* (6 x 3-5 minutes), *The God & The Devil Show* (54 x 3-5 minutes), *Poker Night* (8 x 3-5 minutes), *Zombie College* (12 x 3-5 minutes), *Starship Regulars* (10 x 3-5 minutes) and *Absolute Zero* (32 x 3-5 minutes). In addition, the collection features the *Best of Mondo Mini Shows*, a collection of 26 x 22 minutes packaged for TV Broadcast as half hours or interstitials. As a first step in this relationship Fireworks International and Mondo Media announced carriage of Mondo Mini Shows and Happy Tree Friends as two channels on the Joost platform.

Mondo Media's John Evershed commented, "We have seen growing overseas interest from both traditional and new media distributors in branded short format edgy comedy designed for teens and young adults and Fireworks is clearly in the best position to maximize the value of our library."

Jonathan Ford, Vice President of Digital Distribution, added, “We are delighted to be working with Mondo Media. This agreement forms part of the foundation of a long-term corporate strategy in identifying opportunities and maximizing revenue flow through emerging media markets. Mondo Media is the perfect fit to our growing multi-platform content catalogue.”

About Fireworks International

Fireworks International, a division of the UK’s ContentFilm plc, acquires and distributes an extensive slate of television programs, feature films and digital content throughout the world. Fireworks’ library of over 2000 hours of programming includes BLOOD TIES, twenty-two hours of mystery drama with a twist of the supernatural; HEAVY Worldwide’s newest comedy and animated series as well as library from the highly successful U.S. digital brand HEAVY.com; kids’ gothic horror comedy series YOUNG DRACULA from CBBC; comedy series THE JANE SHOW and U.S. mystery drama series WHISTLER; along with action/adventure series Gene Roddenberry's ANDROMEDA, MUTANT X, and RELIC HUNTER; children's programs BLACK HOLE HIGH, 100 DEEDS FOR EDDIE MCDOWD, CAITLIN’S WAY; plus over 200 U.S. network miniseries and TV movies of the week; and over 100 theatrical feature films, and specials including the 2006 and 2007 Annual U.S. PRIMETIME EMMY AWARDS shows.

About Mondo Media

Mondo Media is a leading innovator in the use of new media platforms for the delivery of high-quality animation targeted at teens and young adults. "Mondo Mini Shows" are distributed as an ad-supported, virtual animation channel via the Internet, podcasts and mobile. The hit series "Happy Tree Friends" has evolved into a global franchise, and has been adapted into a TV series, home video line, mobile phenomenon, video game and line of merchandise.

For further information, please contact:

Fireworks International:

Jennifer Brinkworth

Head of Marketing

jennifer.brinkworth@contentfilm.com

Tel + 00 44 207 851 6518

www.contentfilm.com