



## **PRESS RELEASE**

---

### **MONDO TV GROUP: Toy Triangle to take Modhesh global**

**Rome, 22 November 2012** - Mondo TV S.p.A. announced that Toy Triangle, the largest toy distributor in the Middle East and North Africa ("MENA") region, which among others represents properties as diverse as Ben 10, Barbie, Ninja Turtles, Power Rangers, Hello Kitty, Tom and Jerry, Spongebob, Shaun the sheep, Barney, Dora will be the toy distributor of a new and extensive range of toys to be developed from "Modhesh". The character will be now subject of a TV series co-produced by Mondo TV with the governmental agency Dubai Events and Promotions Establishment. Toy Triangle will directly distribute the wide range of toys line in the MENA region initially, before extending the products to a global audience.

Matteo Corradi, in the name of Mondo TV, commented: "we are excited by the response and interest that Modhesh is receiving, and we will work to bring Modhesh to a worldwide success: we are happy to be partnering with such a big and growing company like Toy Triangle, which we feel represents the best choice for supporting our plans on this property".

Norman Macdonald, Vice President of Toy Triangle, added: "this is a great opportunity to take a much loved character to a much wider market and build a success story with a property that started its life in the region. We look forward to working with all our partners over the next few years to create great products and great animation".

**Mondo TV**, listed in the *Star* segment of *Borsa Italiana*, has its registered office in Rome and is a Group made up of nine companies; the Group is a leader in Italy and among the primary European operators in the production and distribution of television series and cartoon films for TV and the cinema, and is active in the related sectors (audiovisual and musical distribution, licensing, media, publishing and merchandising). For further information on Mondo TV, visit [www.mondotv.it](http://www.mondotv.it).

Cod. ISIN: IT0001447785 - Sigla: MTV - Negoziata su MTA - Reuters: MTV.MI - Bloomberg: MTV.IM

Contact: Mondo TV  
Matteo Corradi  
Investor Relator  
+39.06.86323293  
[matteo.corradi@mondotv.it](mailto:matteo.corradi@mondotv.it)

Polytems HIR  
Investor e Media Relations  
+39.06.6797849  
+39.06.69923324  
[polytemshir@polytemshir.it](mailto:polytemshir@polytemshir.it)