



## **PRESS RELEASE**

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### **MONDO TV GROUP: Mondo TV in partnership with Ferrari for the production of a new 2D animated TV series**

**The series will be produced aimed at being on air in Italy starting from Autumn 2013**

**Rome, 4 October 2012** - Mondo TV and Ferrari have reached an agreement for the production and distribution on license of a new 2D animated TV series in high definition, entitled "The Drakers", targeted to the young public and inspired from the Ferrari world.

The Drakers will debut at MIPCOM in Cannes with a 120" Promo the incoming week, whilst the whole series will be composed of 26 episodes about 26 minutes each. Airing of the Series in Italy is forecast starting from Autumn 2013.

Mondo TV will be the executive producer of the cartoon and will also be responsible of the TV and home video distribution worldwide, with a share on the revenues deriving from the TV and Home Video exploitation as well as from the merchandising connected with the new series.

Mr. Orlando Corradi, President of Mondo TV, said: "We are honored by this new important collaboration with a Company which is a richness for all Italians. We are proud to be partner with Ferrari on a project which has no equal precedents in their history, and I wish to thank the management of Ferrari for having selected us in this new challenge. We will give our best to produce a high level series in line with the Ferrari brand and seize the enormous success opportunities of this new product."

Mr. Andrea Perrone, Senior Vice President Brand of Ferrari, said: "This is a project in which we believe a lot, and I am particularly happy to count on the collaboration of an Italian group which is leader in this sector. This collaboration will give us even more chances to reach the Ferrari fans of the future and we are convinced that through The Drakers the young public all over the world will learn to know about Ferrari, its values and history in an enjoyable and involving way."

#### **About Mondo TV S.p.A.**

*Listed on the Star segment of the Italian Stock Exchange, based in Rome, Mondo TV is a group of nine companies. The Group is leader in Italy and one of the leading European manufacturer and distributor of television series and animated films for TV and cinema, and is active in related sectors (audiovisual and musical distribution, exploitation, media, publishing and merchandising). For more information on Mondo TV, go to [www.mondotv.it](http://www.mondotv.it)*

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