

PRESS RELEASE
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LAZYTOWN APPOINTS COMPACT FOR A HEALTHY FUTURE

Compact announced today that it has signed a deal with leading international kids company **LazyTown Entertainment** for full global representation of its secondary rights worldwide.

The *LazyTown* television series has been sold to over 118 territories worldwide and Compact will collect the revenue for international cable and satellite retransmission, educational copying, public performance levies and private copy levies.

John O'Sullivan, CEO, Compact, says: "The secondary and tertiary rights market is worth over £300 million every year, and it's our job to be the eyes and ears of our clients in order to collect as much of this revenue as they're entitled to. Our expertise is likely to contribute a significant amount of revenue to both LazyTown and the kids' market in 2009 and beyond."

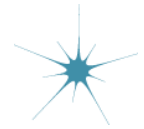
Haukur Gislason, Head of TV and New Media, LazyTown Entertainment, adds: "LazyTown is very pleased with this deal as Compact works with its client's best interests at heart. LazyTown is all about inspiring children to be healthy and I think this partnership with Compact is a healthy one for both parties."

In the last three years alone, Compact has collected more than £50 million on behalf of its clients. The market leader in secondary and tertiary television rights administration has a proven track record of increasing revenue for broadcasters, distributors and production companies including Aardman Animation, Cookie Jar, HIT Entertainment and more.

Cate Hemmings, Head of Commercial Affairs, Compact, will also be attending KidScreen for the first time this year in order to discuss new business with other children's entertainment brands.

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Notes to editors:



Compact is the outright market leader in secondary and tertiary television rights administration. The company has delivered more than £50 million worth of rights revenue for a broad spectrum of broadcasters, distributors and production companies around the world. Alongside its Collection Account Management, Performer Services and Music Publishing divisions, Compact offers clients the full service partnership for their rights across the film, TV & music industries. Working closely with producers, sales agents, distributors, broadcasters, talent, government-backed agencies and financial institutions, Compact has strong industry relations, coupled with board representation at AGICOA (Association of International Collective Management of Audiovisual Works).

Compact clients include BBC Worldwide, National Geographic, Channel 4, FremantleMedia Enterprises, All3Media, ITV Global Entertainment and Discovery Communications.

LazyTown is a lifestyle brand that inspires kids to live healthier lives. The world of LazyTown motivates millions around the world with its unique proposition, inspiring children to be active and healthy, not by preaching, but by being fun and exciting. The idea behind LazyTown was created in the 90's by Magnus Scheving. LazyTown has since been nurtured into a household name worldwide, with businesses including publishing, home entertainment, music, live theatrical shows and even a dedicated radio station.

LazyTown is truly the brand where everyone wins! It appeals equally to boys and girls, parents like it and society benefits from its healthy message.

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