

Breakthrough Entertainment Licenses ***DINO DAN*** To ITV

Acclaimed CGI/Live Action Children's Animated Series Makes Its UK Bow On ITV

For Immediate Release:

TORONTO (January 31, 2013) – ITV has become the broadcast home in the UK for the hit CGI/live action series *Dino Dan*, it was announced by Nat Abraham, President of Distribution for Breakthrough. ITV's children's channel, CITV, will air *Dino Dan*, marking the UK debut of the combined CGI/live action series aimed at 4-7 year-olds.

Produced by celebrated Canadian animation studio Sinking Ship Entertainment and distributed worldwide by Breakthrough Entertainment, *Dino Dan* centers 10-year-old Dan Henderson whose every waking moment is taken up with dinosaurs, using his vivid imagination to bring them to life. Entertaining and educational, *Dino Dan* turns everyday situations into fun-filled dino adventures as his imagination brings photo-realistic, prehistoric creatures into normal life.

Canada's The Licensing Shop handles worldwide consumer product licensing for the series.

"We are extremely pleased to bring the magic and fun of *Dino Dan* to UK children," said Abraham. "Magnificently produced by Sinking Ship Entertainment, *Dino Dan* has captured the imagination of children in over 90 countries throughout the world, and we look forward to the series captivating kids in the UK."

Jamila Metran, Head of Programming, CITV, said: "CITV are thrilled to have worked with Breakthrough Entertainment to bring the imaginative world of *Dino Dan* to our audience. It is a wonderful example of how education and entertainment can come together to create a fun series for kids to enjoy while learning."

"From the very beginning we recognized how special a project *Dino Dan* is, and it is thrilling for us to bring the series to such a major global broadcaster as ITV," said Blair Powers, Executive Producer/Partner of Sinking Ship Entertainment.

(more)

About Breakthrough Entertainment

Headquartered in Toronto, Breakthrough Entertainment Inc. (BEI) is a world class studio and leading global producer and distributor of acclaimed primetime comedy and drama series, as well as factual entertainment, documentaries, television movies, feature films, family entertainment and children's animation. As one of Canada's largest television production and distribution companies, BEI has licensed programs to major broadcasters in over 200 territories. With a catalogue of over 3000 half-hours of programming, the company handles distribution as well as worldwide pre-sales, co-productions and third-party acquisitions. In addition to its dedicated program development, production and distribution divisions, Breakthrough's digital media division ranks among one of the industry's most respected producers of high quality digital entertainment, including ebooks, webisodes and online and mobile games. BreakthroughEntertainment.com

About ITV PLC

ITV is the largest commercial television network in the UK. It is the home of popular television from the biggest entertainment events, to original drama, major sport, landmark factual series and independent news. It operates a family of channels including ITV, ITV2, ITV3 and ITV4 and CITV which are broadcast free-to-air. ITV is also focused on delivering its programming across multiple platforms including itv.com, video on demand on cable television and other 'closed' platforms, mobile devices and games consoles. ITV Studios produces and sells programmes and formats in the UK and worldwide, and comprises of ITV's UK and international production operations, international distribution, home entertainment, publishing, merchandising and licensing.

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