

## Press Release

### TESSLOFF, NICK and Universal Pictures to Cooperate

#### Brand-new WAS IST WAS TV Episodes on NICK from April 2009

Berlin / Hamburg/ Nuremberg 23 January 2009 – The TESSLOFF Verlag is continuing the expansion of its multimedia brand WAS IST WAS. Following the great success of the first season, there is now a second, newly produced season of WAS IST WAS TV. From 11 April 2009, the children's television channel NICK will broadcast each Saturday altogether 26 brand-new half-hour episodes of the popular documentary series for the whole family. Current topics such as nutrition and climate will be discussed as well as seasoned WAS IST WAS themes covering stars, inventions or gladiators.

“WAS IST WAS TV captivates with unique graphical material and high-class computer animations. Knowledge is supposed to be fun – and our TV format provides knowledge transfer in a way that is both entertaining and suitable for children. NICK is one of leading children's channels in Germany and has drawn attention to itself by campaigns such as ‘Weltbeschützer 2008’ (world protector) last year. We have found the right partner for WAS IST WAS TV,” says Dr. Thomas Seng, CEO of TESSLOFF.

Besides animation series, sitcoms and entertainment shows, knowledge transfer is also on NICK's agenda, for example the join-in campaign ‘Weltbeschützer 2008’ (world protector) on environmental protection, which 1,600 children participated in last year. Oliver Schablitzki, Vice President NICK: “WAS IST WAS TV combines knowledge and fun, and thus ideally matches the portfolio of NICK. We believe that the combination of a strong brand rich in tradition on the one hand and a young yet successful station on the other can entertain children and impart knowledge at the same time.”

Three computer-animated characters lead through the show. Theo – a inquisitive question mark – Tess – an adventurous exclamation mark – and Quentin – a tiny full stop. They take the audience on impressive knowledge journeys to miscellaneous knowledge subjects. The three have smart answers to all questions and a clever tip at hand on any theme. As of July 2009, the first eight of altogether 26 newly produced titles are expected to be released on DVD. Partner for the DVD exploitation is once again Universal Pictures Germany, who already established the first season of the series as one of the most successful special interest formats on DVD. The new episodes, based on the book series WAS IST WAS sold worldwide, will be produced by Bilderfest Factual Entertainment in Munich.

TESSLOFF has been operating creatively and innovatively in the field of children and youth fact books for more than 50 years. The publisher's product portfolio comprises – besides the classic book series – knowledge puzzles, quiz pads, card games, videos, DVDs and by now more than 50 audio plays. The knowledge portal

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wasistwas.de with more than 1 million PIs and the WAS IST WAS Club with more than 50,000 members rank highly among the core target group of the 8-12 year olds. Since 14 January 2009, there is also the WAS IST WAS Magazine.

NICK is part of MTV Networks, a division of the internationally operating media concern Viacom. Nickelodeon is the only multimedia entertainment label in the world exclusively for children and has been committed to the little ones for more than 25 years. Since 12 September 2005, NICK is broadcasting classics such as 'SpongeBob', 'Jimmy Neutron' or 'Dora' as an independent channel, but also many new formats, for example the educationally valuable preschool series 'Noddy'. Nationwide NICK reaches more than 95% percent of all TV households. Since December 2007 NICK Premium is also available: Featuring ad-free first runs in Germany, the real NICK fans will be able to enjoy premiere series and new episodes – a whole month before they are shown as first runs on NICK free TV.

Universal Pictures Germany is a daughter of Universal Pictures International Entertainment (UPIE). With its headquarters in Hamburg, it has been active in the German video market since 1989. Marketing and sale of motion pictures and other films of all genres as well as Direct-to-Video, Special Interest and TV productions for DVD and Blu-ray are the company's core business. The portfolio includes, amongst others, Hollywood productions by Universal Studios such as 'The Bourne Ultimatum' or 'Mamma Mia!', TV productions by NBC Universal such as 'Dr. House' or 'Heroes' as well as locally acquired and produced entertainment such as the Universal Comedy DVDs or the 'WAS IST WAS TV' series.

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