

## STUDIO 100 MEDIA SIGNS LICENSE AGREEMENT WITH MYPOSTCARD FOR THE LIFESTYLE BRAND MIFFY

Munich, July 14, 2020. Studio 100 Media has signed a license agreement with MyPostcard for the lifestyle brand Miffy on behalf of the rights holder Mercis BV. The multi-year agreement covers the German-speaking region. As part of the cooperation, sheets of stamps featuring the little bunny Miffy are now available. Fans have the opportunity to order the specially designed stamps on DIN A4 sheets with 10 self-adhesive stamps each via the online shop <https://www.deinebriefmarke.de>. 20 different picture motives are available.

2020 Miffy celebrates her 65th birthday! The adorable little bunny Miffy is the most popular character from the books of Dick Bruna. Most of his books are about her. Children all over the world love Miffy, because they find themselves in her adventures: Miffy is simple, guileless, open-minded and always curious! The reduced yet colourful design of the products around Miffy appeals to parents and children alike.

DeineBriefmarke.de is a cooperation between Deutsche Post AG and MyPostcard.com GmbH. As a cooperation partner, DeineBriefmarke.de offers the product 'Briefmarke Individuell' and thus the opportunity to personalize stamps and use them to frank letters and postcards sent via Deutsche Post.

### About Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own and third party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. [www.studio100group.com](http://www.studio100group.com)



**Celebrating  
65 years  
of heritage  
in 2020**

### About Dick Bruna and Miffy

Miffy was "born" on 21 June 1955, when Dutch artist Dick Bruna first drew the character to entertain his young son whilst on a rainy seaside holiday in Holland. The series of picture books which followed used simple illustrations and rhyming text to explore the universal experiences of childhood, immediately earning

Bruna international critical acclaim as an author and artist.

Mercis bv manages the global rights for 'all Dick Bruna's work', including Miffy, through highly integrated business units in the fields of publishing, media and licensing. For more information about Dick Bruna's life and work, visit [www.miffy.com](http://www.miffy.com) or contact [info@mercis.nl](mailto:info@mercis.nl)

### Contact for Media

Carla Herzog  
Senior Manager PR & Marketing Studio 100 Media  
Phone: + 49 (0) 89 960 855 156  
Email: [carla.herzog@studio100media.com](mailto:carla.herzog@studio100media.com)