

STUDIO 100 GROUP AND SEABELIEVERS JOIN FORCES TO “WIN OVER THE WORLD” WITH THE FIRST EVER ECO-TAINMENT SHOW FOR KIDS

- **Studio 100 Group acquires the worldwide distribution rights for the CGI Animation**
- **SeaBelievers is the first show to define a whole new genre for kids: ECO-tainment**
- **First episode will be available for MIPCOM RENDEZVOUS CANNES 2020**
- **Season I set for delivery in 2021**

Munich, 10. August, 2020. Studio 100 and SeaBelievers today announced that they will collaborate closely as distribution partners on the exploitation of the CGI Animation series of the same name: SeaBelievers (52 x 11'). Studio 100 acquired the worldwide (excl. Russia and CIS) distribution rights for all audio-visual as well as L&M exploitation. Studio 100 will present the show at this year's MIPCOM RENDEZVOUS CANNES 2020 for the first time.

SeaBelievers is an outstanding TV series – the first ever to represent a whole new genre of ECO-tainment. This genre created by Brien Arone, Founder and SeaEO of SeaBelievers, combines the benefit of edutainment for children being informative and realistic about real-life issues affecting our ocean and encouraging kids to make a difference – because they can! And all of this in a fun and entertaining way as the show emanates as a stunning and engaging musical ECO-adventure with original tunes to sing and dance along to.

Each animated episode leads kids on an ECO-adventure. Whether in the sea or on shore, the positive SeaBelievers characters with their distinct seaweed hair, seashell nose, sea-colored eyes and webbed hands and feet, problem-solve and take action around key environmental issues. Each SeaBeliever carries a Magic Sand Dollar which ignites his or her unique super powers – fueled by their self belief! The CGI Animation is targeted at children aged 4-7, the first season of 52 x 11 minutes will be ready for delivery in 2021. The first episode will be presented in time for this year's MIPCOM RENDEZVOUS CANNES 2020.

The creative team behind SeaBelievers is already impressive, collectively boasting 28 cumulative Emmy® awards with former Disney Exec Paul Robinson as Executive Producer, Mike de Seve as showrunner, Rich Dickerson as composer – just to name a few. The show is produced by Baboon Animation (USA), Telegael (Ireland) and AnCartoon (China).

Brien Arone, SeaEO and Founder of SeaBelievers, comments, “Last year at MIPJUNIOR we were looking for distributors who share the same vision, enthusiasm and commitment to our new genre and who are willing to bring SeaBelievers to children around the globe – with passion and expertise. SeaBelievers is the first kids ECO-tainment show in the world that tells stories that will thematically matter and empower kids. It is so important to let kids know that they can change the world and that there are role models for that in real life, and in shows with authentic characters they really can relate to. We want kids to

know that the SeaBelievers are at their side and will always believe in them. For that Studio 100 is the right partner for us, not only because they have the reputation but their aspiration and personal commitment convinced us. Thus, to be able to implement the exploitation of the series and L&M with one dedicated team is the ideal partnership for us."

Martin Krieger, CEO of Studio 100 Media / International, says, "SeaBelievers enthralled us right from the start. A series with such high-quality animation and detailed designs, combined with a strong message and the corresponding cosmos of values and real, informative educational content is exceptional – both from a content and L&M perspective. We are very happy with the trust that has been placed on us not only because SeaBelievers comes from the heart and its important message about the environment, but also because it's about the future of this planet for our children. The devotion and energy with which the SeaBelievers team works on this important cause continues to impress us - their commitment is outstanding."

SeaBelievers already has an incredible record without even having been on air: the SeaBelievers have already been guests at the White House for Earth Day 2019 entertaining 36,000 children and they were the only children's characters to perform at 'The Super Bowl LIVE' leading up to the February 2020 Super Bowl in the US. Additionally, they portray real engagement: SeaBelievers has been a proud and active member of "1% for the Planet" and the first children's character line to be a member of this global organization that connects businesses, individuals, and nonprofits, empowering all to drive positive change.

About SeaBelievers

Founded and owned by SeaEO Brien Arone, SeaBelievers was inspired by the SeaBabies property of the 1990s created by Cathleen Arone. The property celebrated the environment and inspired children to care about the future of the planet. Determined to reboot this franchise and realize its full potential as environmental concerns reach an all-time high, SeaBelievers will teach a new generation of children the importance of caring for the planet in a fun and positive way. SeaBelievers is a member of 1% for the Planet, a global organization that connects businesses, individuals, and nonprofits.

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

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