FAIRLY ODD PARENTS TOP RATINGS

Nelvana report that The Fairly OddParents continues to be the top rated show in the UK (#1 on BBC). Fall 2004 sees the roll out of an integrated licensing and merchandising program that includes publishing from Simon & Schuster, accessories from Basic Fun, melamine from Zak, interactive from THQ [illegible] scheduled for March [illegible] On air will take [illegible] including [illegible] Brit[illegible]

TOTAL LICENSING Fall 2004

[illegible]nt than 30 [illegible]. These events [illegible] and Sky magazine. In [illegible]e hosting a 'How Odd Are [illegible]hich will be supported with on-air, [illegible]zine exposure.

[illegible]ent note, Five TV has acquired 78 episodes of [illegible]in to air on their Milkshake programming block in Spring 2005.

England's Beyblade national champion was flown to New York in August for the global BBA World Championship Tournament featuring 11 elite competitors from around the world. On the licensing side, in the UK, Nelvana is finalizing a significant wireless deal that will feature dial tones, screen savers and wall paper for the property. On the heals of the world championship event, Beyblade cycle three launched on the Cartoon Network in September while cycle two is airing through the end of the year on Five.

The Fairly OddParents licensing program continues to build in Germany with M4E, Nelvana's German agent, signing up Belltex for bedlinen and Tokyopop for publishing. Franklin, which will continue to be represented by Eurolizenzen, sees its new series launching on Kinderkanal this Fall and ZDF in 2005. Finally, Beyblade cycle three launched on RTL in September

VIP SIGN NESTLE FOR LICENSING IN GERMANY

Hamburg-based licensing agent V.I.P. Entertainment & Merchandising AG have added Smarties and KitKat brands to their portfolio, following their recent appointment by Motorola as their exclusive licensing agent.

Licensing Management International in California, the agent for various Nestle confectionery brands have given VIP AG exclusive rights for Germany and Austria. The deal was negotiated during the New York Licensing Show between LM´s Managing Director Mark Stevens and VIP-CEO Sir Michael A. Lou.

Prior to extending its licensing activities for Nestle into Smarties and KitKat, LM enjoyed success with Nesquik and signed a variety of products including apparel, plush, toys, watches, die cast and jewelry.

Both Smarties and KitKat are strong brands in Germany and Michael Lou believes that the brands offer broad possibilities for cross-merchandising.

KitKat is one of the best selling chocolate bars worldwide and ranks in Germany among the Top 10 with a brand recognition of 92%. "Have a break, have a KitKat" is the popular brand slogan. Smarties were invented back in 1937 in England and enjoy a brand recognition that is even higher. "Near 100%, stated Lou" who is also the President of ELMA, the European License Marketing & Merchandising Association.