



PRESS RELEASE

FREMANTLEMEDIA ENTERPRISES AND LEOMIL GROUP SIGN A MAJOR APPAREL AND FOOTWEAR DEAL FOR REBECCA BONBON

London, August 9, 2010 - FremantleMedia Enterprises and the Leomil Group today announced a new deal to launch **Rebecca Bonbon** footwear and apparel throughout major European territories. The hugely popular Japanese character and super cute fashionista, **Rebecca Bonbon**, was created by the original Hello Kitty™ designer Yuko Shimizu.

Rebecca Bonbon, a young French bulldog, lives a luxurious life in New York in her apartment overlooking Central Park. Rebecca loves all things sweet, especially bonbons, which is how she came to be affectionately known as **Rebecca Bonbon**.

Rebecca Bonbon was an instant success in Japan with over 50 licensees across many different product categories. August 2010 sees the launch across the US and Canada in both Sears and Kmart, covering a variety of key categories, including apparel, outerwear, headwear, accessories, bags, cosmetics, sleepwear, home décor, plush and pet products just in time for the back-to-school shopping season.

The first collection from the Leomil Group, in both footwear and apparel, is targeted at kids and tweens aged between the ages of 6 and 12, and will be presented to customers for winter 2011 across Germany, Austria, Switzerland, Benelux and France. Existing **Rebecca Bonbon** products in France include bags, stationary, back to school, bed linen, accessories and apparel. European licensees include French company Alpa who are producing more than 60,000 branded products; Italian company Manifatture Zotti for apparel; German company Trend Import and UK stationery company Blueprint. FME acquired rights to the brand from Crown Creative and represents the brand globally

(excluding Japan, Korea and China). The property appeals to a broad demographic of tween and teen girls, as well as women who will appreciate the iconic, cute and fashionable nature of the brand.

Albert Milhado, CEO of the Leomil Group, commented: “We are thrilled to work on **Rebecca Bonbon** as we believe she will quickly grow to be one of the hottest items around. She appeals to tweens, teens and women and the fashionable nature of the brand will make her a must-have for everyone with style.”

“Following on from the success of our licensing deals to date, we are extremely excited to launch the **Rebecca Bonbon** franchise even further across Europe. We’re looking forward to working with Leomil Group, as there is a shared vision and commitment to the success of the **Rebecca Bonbon** brand,” added Nathalie Delin, Vice President Licensing, FremantleMedia Enterprises, France.

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ABOUT FREMANTLEMEDIA ENTERPRISES & FREMANTLEMEDIA

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of the RTL Group, Europe's largest television and radio broadcast company, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies. FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world. The FremantleMedia Group (which includes talkbackTHAMES, UFA and Grundy amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating nearly 10,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles. FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally, produces such programmes as: Idols (co-produced with 19 Productions in the US), The X Factor (co-produced with Syco in the UK), Got Talent (co-produced with Syco in the UK and the US), Neighbours, Family Feud, The Price is Right, Farmer Wants A Wife and Hole In The Wall.

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ABOUT THE LEOMIL GROUP

Leomil, active in licensing, is a full-service footwear and fashion marketing source for major retailers and brands in Europe. A long-standing experience in this field has made the company a specialist and European leader in the development and distribution of the whole article range covered by footwear and apparel.

The Leomil Group reacts promptly to market cues and opportunities. Leomil is very active in acquiring the newest licenses which gives the company an opportunity to market footwear and apparel programs to various levels of retail distribution in Europe. All Leomil's products have been carefully designed and produced by own design departments.

For further information regarding the Leomil Group, please visit www.leomilgroup.com or contact bart.dalemans@leomil.be