



Entertainment One Announces New Broadcast Partner RAI Yoyo and Merchandise Launch Plans for *PJ Masks* in Italy

- *Broadcast Expands to RAI Yoyo from December 2016*
- *eOne Appoints ETS Italy as Licensing Agent*
- *Key Categories Including Toys, Games, Apparel and Publishing Launch at Retail from Mid-2017*

LONDON: Tuesday 6th December 2016 – As **Entertainment One's (eOne)** preschool superhero property, *PJ Masks* continues to gather momentum across Europe, the company today announces that it has signed a new free to air broadcast partner, Rai Yoyo, for the show in Italy.

PJ Masks debuted in Italy from January 2016 on **Disney Junior** and is a top-rated show for the channel. Exposure for *PJ Masks* will be significantly increased in the country when broadcast is extended to terrestrial channel **RAI Yoyo** on 7th December 2016, airing four times a day.

Alongside this, eOne is now readying the launch of *PJ Masks* licensed merchandise and has appointed **ETS Italy** to manage the brand's consumer products programme in the region. Leading toy firm **Giochi Preziosi** will distribute **Just Play's** master toy line that includes action figures, play sets, vehicles, plush, dress-up and role-play items from mid-2017. Prior to the toy launch, Italian publisher **La Coccinella** is on board to publish an extensive line of book formats from spring 2017. In addition, **Gedis** has been signed for sticker

albums and the apparel, games, back-to-school and stationery categories are currently in negotiation and will be announced imminently.

Ami Dieckman, Head of International Licensing for Entertainment One comments “There has been a tremendous response to *PJ Masks* across Europe and we’re pleased to welcome the brand’s first partners in Italy. With the retail expertise of ETS Italy, the boost in viewership that RAI Yoyo will bring and the strong foundation that these licensees will give the brand in the market, *PJ Masks* is certainly off to a strong start and 2017 looks set to be an exciting year for the brand!”

The news follows eOne’s recent announcements about consumer products launches poised for the brand in the UK and France in early 2017. The first wave of *PJ Masks* consumer products debuted in the U.S. from fall 2016 exclusively at Toys “R” Us and initial sales have been exceptionally strong; with several items reported to have become some of the store’s top selling toys.

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About Entertainment One

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company’s diversified expertise spans across film, television and music production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One’s robust network includes film and television studio **The Mark Gordon Company**; content creation venture **Amblin Partners** with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; leading feature film production and global sales company **Sierra Pictures**; unscripted television production companies **Renegade 83, Paperny Entertainment** and **Force Four Entertainment**; world-class music labels **Dualtone Music Group** and **Last Gang**; and award-winning digital agency **Secret Location**.

The Company’s rights library is exploited across all media formats and includes more than 100,000 hours of film and television content and approximately 40,000 music tracks.

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