



**ALPHANIM WINGS ITS WAY TO NUREMBERG AND NEW YORK TOY FAIR
WITH KEY LICENSEES RECENTLY FINALIZED FOR "CALIMERO"
INCLUDING MASTER PLUSH, TOY AND APPAREL DEALS**

**Celebrating its 50th Anniversary, "Calimero" set to premiere on
France's TF1, Italy's RAI, Disney Junior in select EU markets,
and Télé-Québec**

Boulogne, France - January 23, 2013 - On the heels of the Nuremberg and New York Toy Fair, Alphanim, one of Europe's leading producers and distributors of children's entertainment, announced today that the company has recently secured key licensees for its all-new animated CGI series Calimero.
(© Pagot.)

Celebrating its 50th Anniversary of the character created in 1963 by Nino Pagot, Toni Pagot and Ignazio Colnaghi, these 104 x 11' new episodes will bring this iconic character to an entire new audience of children. France's TF1, Italy's RAI, Disney Junior (select EU markets), and Télé-Québec will premiere this new production in 2013-2014. The announcement was made today by Cedric Petitpas, Vice President, Marketing, Consumer Products & Business Development for Alphanim.

First up for Calimero is a master plush deal with Nicotoy, a subsidiary of the highly successful Simba Dickie Group of Germany. With a deal that includes Western Europe (excluding the UK), Nicotoy will soon be unveiling its plush and baby plush products, including stuffed characters, baby cuddle cloths and play mats.

In the toy category, Alphanim has also finalized a deal with Androni Giocattoli for beach toys and accessories to include buckets, beach packs, and beach balls, among many other items. This far-reaching sale includes Western EU, Scandinavia & CEE.

Next up are two apparel deals for Calimero. The first is with the established apparel and accessory company MLP and will include daywear, nightwear, underwear, socks and swimwear for babies, kids, adults, as well as accessories. Brokered by Alphanim and its French agent TF1 Licences, this deal covers the territories of France, Benelux, Italy, Germany, Austria, and Switzerland.

Rounding out the apparel category is a renewal with Oysho, part of the Inditex Group, who will continue to offer its exclusive collection of Calimero apparel worldwide through 2013.

[About Alphanim](#)

Founded in 1997, Alphanim (Gaumont Group) is one of Europe's leading producers and distributors of children's entertainment. The company has produced and distributes a catalogue of over 30 kids' television series and 800 half-hours of animation broadcast in over 130 countries, including the US and Japan. Flagship titles are Galactik Football (Disney XD, 78x26'), Robotboy (Cartoon Network, 104x13') and Santa's Apprentice (52x13' & Feature film). Alphanim is currently in production of 104x11' new episodes of 50-year old character Calimero. Alphanim is also active in consumer products, music publishing and interactive media.

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