



TWICE THE MISCHIEF, TWICE THE FUN!

Three Tom and Jerry cartoons are showed 7 days a week on Boomerang.
In March 2011 Tom & Jerry was the #1 & #2 watched shows on Boomerang with a total audience of 2.7m cumulative viewers over the month (Kids 4-15).

The high-energy cat and mouse duo who continue to globally entertain kids and adults winning seven Academy Awards for Best Short Subject (Cartoons)



Strong DVD back catalogue franchise and continued investment in new releases - over 2 million units sold across all SKUs to date and 3 new releases for 2011

**USP of contrasting duality –
Twice the MISCHIEF, Twice the FUN!**
High Intensity; Laugh-out-loud; non-verbal, slapstick humour; Parental Involvement/Approval spans Infant to Kids

For 2011-2012, we will extend Tom and Jerry's reach to connect with target consumers where they live, work and play (on air, online, at events, at retail)

To launch an online marketing/PR campaign to support and grow awareness of the Tom and Jerry brand (and the available consumer products) with online consumers

