



## **PRESS RELEASE**

### **TOEI ANIMATION EUROPE INKS A DEAL WITH ORANGE TO LAUNCH POPULAR ANIMATED SERIES CAPTAIN HARLOCK AND KEN THE GREAT BEAR FIST IN VOD AND MOBILE VOD ON FRENCH TERRITORIES**

#### **FOR IMMEDIATE RELEASE:**

PARIS (October 19<sup>th</sup>, 2009) – Toei Animation Europe S.A.S launched recently the popular animated properties, ***Captain Harlock*** and ***Ken the Great Bear Fist*** in VOD and mobile VOD with Orange in France.

The VOD offer is available on PC and IPTV through the service **2424video**.

« Mobisodes », 3 to 5 minutes formats extracted directly from the TV series, are proposed for free to subscribers on the Orange World portal.

*“The key titles of Captain Harlock and Ken the Great Bear Fist are very popular in France.*

*By proposing today this offer with one of the major French operator such as Orange, our anime fans will have the opportunity to rediscover their favorite series on TV as well as on their PC and mobile.”* said Mr. Kazahaya, Chief Operating Officer of Toei Animation Europe.

#### **About Toei Animation Co. Ltd.**

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation (Jasdaq: 4816) ranks amongst the world's most prolific animation production studios. Toei Animation's operations include animation development and production, as well as worldwide marketing and program licensing. Founded in 2004, Toei Animation Europe is in charge of the distribution and exploitation of Toei Animation's animated series in Europe, Africa and the Middle East.

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