



**TOEI ANIMATION**

**TOEI ANIMATION APPOINTS EDEBÉ  
AS LICENSING BROKER IN SPAIN FOR  
DR.SLUMP - ARALE FRANCHISE**

FOR IMMEDIATE RELEASE:

PARIS (March 15, 2010) – Toei Animation Co. Ltd has appointed Edebé Audiovisual Licensing as its broker to handle licensing in Spain for the TV series, ***Dr.Slump – Arale***. It was announced today by Kanji Kazahaya, Managing Director of Toei Animation Europe SAS.

As per the agreement, Edebé will handle *Dr.Slump - Arale* for Spain and Andorra territories, for merchandising rights except publishing.

With 243 episodes of 26 minutes, **Dr Slump-Arale** is a comedy dedicated to young adults and family target which was already a huge success in the 80's in Spain. *Dr. Slump* is set in Penguin Village where is living the genius Dr Slump, a crazy scientist. One day, he decides to build what he hopes will be the world's most perfect little girl robot, named Arale. But Slump being a lousy inventor, Arale soon turns out to be in severe need of eyeglasses and is also a very naïve little girl. The story focuses on Arale's misunderstandings of humanity and Slump's inventions, rivalries, and romantic misadventures...

The ***Dr Slump – Arale*** series adapts Japanese big success comics of the same title by Akira Toriyama, also the original author of *Dragon Ball*. Since this animated series was produced in 1981, it has been continuously broadcasted worldwide.

“We are very pleased to get Edebé as a new partner and we look forward to working with them on expanding the Dr.Slump - Arale brand in this key region,” said Kazahaya.

“Dr. Slump – Arale was a huge hit in Spain and we grew up with these unforgettable characters, so we are really honored to be appointed by Toei as their Licensing agent for Spain”, added Irene Cívico, Property Development Manager at Edebé.

**About Toei Animation Co., Ltd.**

With headquarters in Tokyo and sales offices in Paris, Los Angeles, Hong Kong and Shanghai, Toei Animation (Jasdaq: 4816) ranks amongst the world's most prolific animation production studios. Toei Animation's operations include animation development and production, and worldwide marketing and program licensing. Since its founding in 1956, Toei Animation has produced more than 10,000 episodes of TV series (more than 200 titles) and more than 200 long feature films as of January, 2010.



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### **About Edebé Audiovisual, SL**

Edebé, founded in 1888, is one of the main Publishing Companies in Spain and Latin America. Edebé Audiovisual was created to diversify the business and promote the production and exploitation of animation series.

At the end of 2008, Edebé incorporates in its structure a Licensing department, in order to enhance and diversify the exploitation of their properties and to become an agent of third party properties worldwide. In this short period of time, Edebé Audiovisual Licensing has become an established licensing agency thanks to the good performance of its properties, business growth, young and professional team and dynamism.

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