

Sony Creative Products, Rai Fiction, and Misseri Studio

Take off on “Mofy” Co-Production

Sony Creative Products Inc. (Tokyo, Japan/hereafter “SCP”), Rai Fiction (Rome, Italy), and Misseri Studio (Florence, Italy), have jointly agreed to co-produce a television animation series of “Mofy” (5 minutes x 26 episodes/Series1), and have commenced production.

“Mofy”, was originally created by SCP together with Aki Kondo, the creator and author of “RILAKKUMA”, a very popular character in Japan. “Mofy” made its debut in Japan through a picture book published by SHUFU TO SEIKATSU SHA in 2008. Through tie-in promotion with feature films and other promotional campaigns, Mofy’s merchandise licensing took off in Japan since 2009. Currently there are more than 20 licensees in Japan, developing various items such as plush toys, stationeries, and mobile phone contents.

Misseri Studio, an animation production studio renowned globally for its unique and artistic stop-frame animation works, have chosen to create Mofy by using “cotton puffs”, the world-first technique to be adapted in this field, in order to realize the soft and fluffy appearance of the characters and to create a warm and attractive atmosphere. The creators wanted to develop and achieve an animation that is not only fun to watch, but an animation where you can virtually feel the soft and warm characters.

The scripts are written by several scriptwriters such as U.K.’s experienced scriptwriter Nick Wilson, and Emmy Awards-winning scriptwriter Robert Vargas. Mofy stories are both educational and entertaining, and the visuals are provided in full HD. Series 1 is scheduled for completion in February 2013.

For the business territories, Rai Fiction will handle distribution and licensing in Italy, and SCP will handle the rest of the world. SCP anticipates in having Mofy represented in more than 30 countries in the first year, and will effectively pursue exploiting videos and merchandising opportunities as well.

To view Mofy's pilot movie, please visit <http://www.scp.co.jp/mofy/biz/>



For more information on Mofy, please contact the following persons:

<p>Sony Creative Products Inc. Mr. Fumitaka Torio fumitaka.torio@sonymusic.co.jp</p>	<p>Rai Fiction Mr. Luca Milano milano@rai.it</p>	<p>Misseri Studio Mr. Gian Maria Misseri gianmaria.misseri@misseristudio.com</p>
<p>Mofy website (for business) http://www.scp.co.jp/mofy/biz/</p>	<p>For general inquiry on Mofy mofy@sonymusic.co.jp</p>	

●About Mofy

Overview

Mofy is a shy and tender female rabbit who lives in a warm and puffy cotton ball. In her daily experiences, Mofy runs into different moods such as, loneliness, jealousy, joys, and empathy.

Dealing with them and understanding them is the premise for a personal growth and a positive attitude toward others. From being insecure and fragile, Mofy learns to manage her feelings, acquiring courage and confidence day by day.

Story

Mofy's episodes are inspired by Aki Kondo's best-seller books, in which the themes of journey, the discovery of nature and the feelings there reflected, are the leitmotiv of each story. There is a message to learn in every episode.

●About the Animation

Format

1st Series : 5 minutes x 26 episodes / 2nd Series : 5 minutes x 26 episodes

Delivery (target schedule)

1st series : February 2013 / 2nd series : May 2014

Audience

Children 2-6 years old (Preschool) (Mofy is also very popular among teenage girls in Japan)

Production Techniques

Stop Motion Animation

Delivery format

Full HD

●Scriptwriters

Nick Wilson, as scriptwriter and script supervisor

Nick is one of British television's most experienced children's TV executives. He started his career in Children's Television at BBC in 1974, and since then he produced and managed productions up to 300 hours a year for clients including TVAM, Granada Television, Central Television, BSkyB, Nickelodeon, and the BBC. In 1996 Nick joined Five as Controller of Children's Programmes and later. Nick created and developed the highly successful preschool brand "Milkshake" for Five. Since October 2010, Nick is active as a Children's Media Consultant/Writer/Director and general TV Odd Job man!

Robert Vargas

Robert Vargas is a two-time Emmy Award-winning writer and producer based in Paris and New York. He received the 2009 "Outstanding Writing for Animation" Daytime Emmy for his work on "Word World" which is broadcasted in the U.S. on PBS Kids. In 2008, he won an Emmy for his writing and directing contribution to the "Main Title Design" of "Word World". Robert began his career as an animator at Georges Lucas' Industrial Light and Magic. Later he served as storyboard supervisor for Bill Cosby's Emmy Award-winning "Little Bill" (Nick Jr.), Playhouse Disney's "Little Einsteins", and the Nick Jr. Series "The Wonder Pets!". In 2007, he held the posts of story director and staff writer for PBS Kids' "Word World" as well as freelance staff writer for PBS's "Seemore's Playhouse" before being named head writer and co-executive producer of "Word World Jr.". Robert is also the cocreator/producer of the Nick Jr. pilot "Lolly and the Pipsqueaks".