



For Immediate Release

POSTMAN PAT® DELIVERED TO THE BIG SCREEN IN 2011

**ALL-NEW 3-D ANIMATED FEATURE FILM WILL BUILD ON CURRENT
SUCCESS OF VENERABLE UK BRAND**

London, UK (September 30, 2009) – Classic Media, which owns and manages a portfolio of some of the world's leading family and pop-culture entertainment brands, today announces that it has concluded a deal with UK based **Timeless Films** to produce a feature-length 3-D theatrical release of the much loved children's brand **Postman Pat®** for release Autumn 2011.

The movie marks the first time **Postman Pat®** will appear on the big screen after almost 30 years of success on television. The film, which will be produced in the original stop-frame animation format with added CG and 3-D effects, will bring Pat to a whole new audience.

The script is being written by award-winning screenwriter **Kim Fuller**, whose credits include *Spice World*, *High Heels* and *Lowlifes* starring Minnie Driver and Mary McCormack, plus a host of favourite comedy series' including *S Club 7*, *The Tracey Ullman Show*, *Red Dwarf*, *Spitting Image* and *Lenny Henry*.

International distribution company **Timeless Films** will distribute the movie in the UK and internationally. The new firm is headed up by feature film sales veteran **Ralph Kamp** who has a wealth of experience in the industry and whose filmography includes *Dancing with Wolves*, *Driving Miss Daisy*, *What Women Want*, *The Phantom of the Opera* and family movies *Lassie* and *Space Chimps*. Kamp maintains a very strong reputation in the children's and family entertainment arena, adding **Postman Pat®** to a growing portfolio of animated features.

The movie follows the successful premiere of the new TV series **Postman Pat® - Special Delivery Service™**, which launched on **CBeebies** in September 2008. The new series brings Pat into the 21st Century with suspenseful, mission-focused storylines, new locations, new characters and a host of brand new vehicles.

The brand has enjoyed renewed success since the new series launch and currently has over 70 licensees onboard across the UK and internationally. **Postman Pat®** currently features in National TV ad campaigns for both Specsavers and Freeview. A nationwide theatre tour will continue brand momentum into and throughout 2010 with the tour expected to hit 150+ venues.

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Andrew Kerr, Executive Director, Consumer Products & Marketing – International, Classic Media, commented: “We are immensely excited to announce this project. Postman Pat is enjoying a renaissance at present with a successful TV series, strong licensing programme, promotional campaigns with leading UK brands and a nationwide theatre tour rolling out in 2010 – the announce of a theatrical film deal in 3-D is the icing on the cake.”

Ralph Kamp, CEO, Timeless Films, commented: “Postman Pat is a national treasure, loved by both parents and children alike. We’re thrilled to bring this well loved character to life for fans using the latest in 3-D technology. It’ll be an experience not to be missed!”

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For Further Information Contact:

Nicola Duarte - Classic Media: +44 (0)208 762 6203
07500 944 604

Notes to editors:

About Postman Pat® SDS

A pre-school favourite amongst children and parents alike, **Postman Pat®** and his trusty sidekick **Jess the Cat®** have captivated audiences around the globe for over 28 years. Now Postman Pat® is delivering more than ever in his brand new high-action series, **Postman Pat® Special Delivery Service (SDS)** (26x15 min eps) broadcast on CBeebies in the UK and sold into over 80+ territories worldwide. An exciting new Consumer Products range hit UK shelves in Spring 09 with Character Options leading the charge as Master Toy licensee and Egmont onboard as UK publisher, with L&M programmes currently in development across key international territories. The highly anticipated Postman Pat® Special Delivery Service Live Theatre Tour is set to roll out across UK theatres from Spring 2010 and is expected to hit 150+ venues. A brand new dedicated SDS website was developed to coincide with the series launch in Autumn 08. The interactive format with games, clips and downloadable activity sheets has proved a success with five million hits to date.

About Classic Media

Classic Media, one of the world’s largest independent entertainment companies, is a leader in reinventing the classics of yesterday and creating the entertainment classics of tomorrow. The Company owns and manages a globally-recognized portfolio of well-known family and pop-culture entertainment brands, including *Casper the Friendly Ghost®*, *Where’s Waldo?®*, *The Lone Ranger®*, *Lassie®*, *Postman Pat®*, and new global brands *Tinga Tinga Tales®* and *Guess with Jess®*. Big Idea, a member of the Classic Media family, is the leading faith-based studio and producer of children’s programming, including the best-selling animated series, *VeggieTales®*. More than 3,600 hours of Classic Media programming is distributed in more than 170 territories worldwide and showcased in multiple formats, including TV, film, home video, consumer products, publishing, digital, and music. Classic Media is the country’s third largest holder of comic books rights, owning Harvey Comics™, Dell®, and Gold Key®.

About Timeless Films & Ralph Kamp

www.timelessfilms.co.uk

TIMELESS FILMS' slate includes: **WICKIE THE MIGHTY VIKING**, the new **MICHAEL 'BULLY' HERBIG** film from Germany; **ANIMALS UNITED**, a 3D animated production from Constantin Film; and **SPACE CHIMPS 2: ZARTOG STRIKES BACK**, a sequel to the very successful Vanguard animation.

Kamp has almost 30 years of experience in the industry and most recently served as the joint chief at the UK sales agency, Odyssey. While at Odyssey, Kamp helped finance and distribute 34 feature films including: the box office hit, **THE PHANTOM OF THE OPERA**; **THE LIBERTINE**, starring Johnny Depp; Oscar® nominated **AUGUST RUSH** with Robin Williams and Freddie Highmore; **LASSIE**; and the commercially successful animated features **VALIANT** and **SPACE CHIMPS**.

Prior to Odyssey, Kamp served as the CEO of Icon Entertainment International where he was responsible for all aspects of film financing, production, sales & distribution as well as the overall direction and growth of the international division. Kamp handled titles such as **WHAT WOMEN WANT**, **SPICEWORLD** and **AN IDEAL HUSBAND**.