



LazyTown Global Fact Sheet

1. Awards –

EMIL Awards: LazyTown just won an EMIL award from the German television industry and magazine Spielfilm - one of the most sought-after awards of the year - in Sep. 2006.

BAFTA win - LazyTown won the International BAFTA at the UK's Children's awards on 26th November 2006

EMMY nomination - LazyTown's Stephanie - played by Julianna Rose Mauriello - was nominated for a Daytime Emmy Award this year as Outstanding Performer in a Children's Series in 2006.

EDDA Award - Magnus Scheving received an award from the Icelandic president in October 06

Feb 2007: LazyTown has received a second Daytime **EMMY** nomination, recognizing Magnus Scheving and Jonathan Judge for Outstanding Directing In A Children's Series.

2. Broadcaster news –

BBC and NICK UK GO! LazyTown: LazyTown launched in October on BBC, Nick and on BBC's digital children's branded channels CBBC and CBeebies giving LazyTown the ability to reach every child in UK.

On air in 103 countries LazyTown is now broadcasted by 30 broadcasters and seen in 103 countries.

3. Cultural –

LazyTown works closely with governments and grass-root movements in each country. Currently in discussion with the UK Government about the Energy Scheme

4. DVD single –

11 December 2006: the single entered the charts in the UK at number 4

5. Health –

The rising curve of obesity in Iceland stopped for the first time in 10 years. LazyTown won the Scandinavian Health Award in 2004 According to the Icelandic Surgeon General; LazyTown is one of the major reasons for this development in Iceland.

6. Live Events –

LazyTown is preparing live tours in different parts of the world, starting summer 2007 in South America. 2006 appearances included SKY Festival in Manchester, the Reykjavik Marathon, Toggo's German tour and the Nick Jr Jump Up tour in the UK.



LazyTown Global Fact Sheet

7. Production –

LazyTown is in post-production of 18 new episodes. All 53 episodes will be available in 2007.

The series is being hailed as the most ambitious production ever mastered in HD. The unique mix of CGI, live action and puppets, filmed and composited with CGI backgrounds in real-time, created the look that LazyTown is now known for.

It has allowed the creators to experiment with new, compelling ways of storytelling and the visual style called "Cartoon-come-to-Life".

8. Public Speaking –

Magnús Scheving has become extremely sought after as a public speaker in Europe for health and family related conferences

9. Ratings –

No. 1 show in USA During a Nick Jr. Monday night primetime special "*LazyTown's New Superhero*" (Aug. 15, 8 p.m. ET/PT) earned the top spot in its time period in all of broadcast and cable.

10. Territory news –

Biggest launch ever in **Germany** From its launch on Super RTL, the show has achieved ratings of over 40% on average. First-ever simultaneous broadcast on Nick Jr and CBeebies in the UK in 2006.

Products in-store in **Canada** in Wal Mart selling fast.

Direct to retail deal in **Peru** executed in record time: deal done in November 06 and products available in time for Christmas.

Multi territory deal done with Cesar Group in **France** for dress up

Deal done with VIPs restaurant chain in **Mexico**

North America

• No. 1 on prime time in the US

LazyTown has proven to be a resounding success across North America, being one of the top shows in USA on Nick Jr. and in Canada on YTV.

Most recently, during Nick Jr, Monday night primetime special "*LazyTown's New Superhero*" (Aug. 15, 8 p.m. ET/PT) **earned the top spot** in its time period in all of broadcast and cable television among all kid demos (K 2-5, K 2-11 and K 6-11)*. **The one-hour special beat out all competition on basic cable.** "

*Nielsen Media Research - August 15, 2005

The second season of LazyTown premiered May 15 2006 in the United States to unbelievable ratings. The second season of LazyTown earned a 7.72 rating with the premiere, right behind Go Diego Go with an 8.02 rating. LazyTown ranked the third highest in the Nick Jr. block and produced double-digit ratings gains compared to LazyTown episodes that had aired the



LazyTown Global Fact Sheet

previous four weeks. The ratings amongst children aged 2-5 rose +19% and ratings amongst women aged 18-49 increased +20%.

Europe

- ***Biggest launch ever in Germany***

From its launch on Super RTL, the show has garnered ratings of over 40% on average with peaks of more than 55% in the target group of kids aged 3-13. The launch did also receive a huge press response with over 60 articles nationwide, in the weeks prior to the launch.

- ***BBC and NICK UK GO! LazyTown***

LazyTown launched in October on terrestrial and satellite channels on **BBC2**, airing weekdays at 8:30am and 4:30pm on **Nick**. Another premiere will follow on BBC's digital children's branded channels **CBBC** and **CBeebies** in April 2006.

With this groundbreaking partnership, LazyTown has negotiated a combination of the best possible broadcasters in the UK market, one that has not been achieved before.

- ***Strongest launch on TV2, Norway***

LazyTown reached a 45.7 % share on its premiere date beating the share it got during the premiere weeks both in USA on Nick Jr. and in Canada on YTV, in the age group 3-11 years old. On top of that a 28.7% share of the 12+ older watched the first episode of LazyTown.

Australasia

- ***LazyTown Launches to mammoth ratings on Nick Jr Oz***

LazyTown made its debut on Nick Jr Australia on Monday 18th December at 8.30am with encore presentations at 4pm and 4.30am. A one off roadblock was created in the 7pm time slot where LazyTown premiered across both Nick Jr and Nickelodeon on the Monday night. Share performance peaked at 4pm where LazyTown came in 1st with a massive 21.6% - 62% higher than the 13.3% average for the time slot in the last year.



LazyTown Global Fact Sheet

A list of all confirmed broadcasters, March 2006:

Broadcaster	Territory	Premiere Dates
NORTH AMERICA/ SOUTH AMERICA		
Nick Jr.	USA	Daily (On Air, Aug 04)
CBS	USA	Weekly/Sat (On Air, Sep 04)
YTV	Canada	Daily (On Air, Dec 04)
VRAK	French Canada	Daily (On Air, Aug 05)
Discovery Kids	Latin America*	Daily (On Air, Mar 05)
EUROPE/M EAST		
Super RTL	Germany (Switz/Austria)	Daily (On Air Aug 05)
EM.TV	Germany (Switz/Austria)	Daily (On Air Winter 05)
Nick UK	UK	Daily (On Air, Oct 05)
BBC/CBBC	UK	Daily (On Air, Oct 05)
CBBC/CBeebies	UK	Daily (On Air, April 06)
RTE 2	Ireland	Weekly/wed (Launch Jan 06)
RTVE	Spain	Daily (On Air, May 06)
Disney	Spain	Daily (On Air, June 05)
France 3/5	France (moving to Fr 5)	Weekly/Sat (On Air, Sep 05)
Disney	France	Daily (Launch Apr 06)
Disney	Italy	Daily (On Air, Sep 05)
VRT	Flemish Belgium	Weekly (3x) (On Air, Mar 05)
RÚV	Iceland	Weekly (3x) (On Air, Sep 05)
TV2	Norway	Weekly (3x) (On air, Aug 05)
TV4/Nelonen	Finland	Scheduled launch in Fall 06
TV4	Sweden	Weekly (3x) (On Air, Apr 06)
MBC3 (through ORYX)	Arabic Countries**	Weekly (On Air, Feb 06)
ASIA/AUSTRALIA		
Nick	Pan-Asia excl. Japan***	Daily (On Air, Mar 06)
EBS	South Korea	Daily (On Air, Feb 06)
MEDIACORPTV12	Singapore	tbd
Nick Australia	Australia	Scheduled launch in Winter 06



LazyTown and Licensing

USA (Agent: Nickelodeon Consumer Products)

- Fisher Price toys in K-Mart:
- Action figurines, Bing Bang Boom box, Sportacus Role Play Set, Stylin' Stephanie Role Play Set, Music Transporter (dóta ipod), Get up and Go activity mat (dance mat)
- **Stephanie and Sportacus costumes** in K-Mart and Toys 'R' Us
- **Hasbro - interactive game** (similar to eye-toy)
- **Color books/Random House** this fall and other books next year
- Kix (General Mills)- LazyTown on **3 million Kix** (healthy cereal) boxes summer 05
- **Books/Simon & Schuster:** published early next year
- Developing products for at least 10 other licensees: ex. games, apparel, puzzles, inflatables, etc.

Canada (Agent: Studio Licensing)

Studio Licensing is the agent for the property in Canada:

With the show airing on YTV since December 04 and French to commence on VRAK TV in August 05, the "Licensing" puzzle is coming together very nicely.

- **August 05** - The first LazyTown consumer products to launch in Canada will be home Video/DVD via Paramount Home Video.
- **February 06** - The next line is the publishing w Simon & Schuster
- **Fall 2006** - a full consumer products launch at Canadian retail
 - we are now negotiating merchandise right, the LazyTown consumer products will be manufactured by the top licensees in the industry from across North America.

Germany (Agent: Super RTL)

- ☐ Present - LazyTown presented on the Super RTL Event Tour (TOGGO Tour events are arranged in **11 cities all over Germany** with a large theme park (show-jumping course) with more than 70.000 Kids participating
- ☐ Early 2006 - Merchandising Roll Out will start with Home Videos/ DVDs and CDs.
- ☐ Super RTL is negotiating a **promotional campaign with a large retail group** in Germany.

Scandinavia (Agent: Kidz Entertainment)

90% of all licensing deals in the Nordic countries are Pan-regional:

- Video licensee already approved and in place
- Primary categories
 - Publishing -Schibsted
 - Home video - Sandrew Metronome
 - Apparel & Accessories
 - Sporting Goods
 - Interactive
 - Music



LazyTown Global Fact Sheet

Other Territories (Licensing Agents recently appointed)

United Kingdom:

Company Name	Type	Properties
The Licensing Company (TLC)	Agent	Bratz, Bromwell High, Humphrey's Corner, GoochiCoo, The Lord of the Rings Trilogy, Love Is..., The Magic Roundabout, Purple Ronnie, Star Wars, Toby Mott

France:

Company Name	Properties
Copyright Promotions (CPLG)	Hamtaro, Inu-Yasha, Arthur, Strawberry Shortcake, Care Bears, Humphrey, Save-Ums, Code Lyoko, Dora the Explorer, All Grown Up, The Simpsons, Robots, Shrek 2, Shark Tale, Marvel Characters, Spider-Man 2, the Pink Panther and The Mr. Men, or "Monsieur Madame" as they are known in France.

Spain/Iberia:

Company Name	Country	Type	Properties
Copyright Promotions (CPLG)	Portugal/ Spain	Agent	Peanuts, The Pink Panther, The Simpsons, SpiderMan, Hamtaro, Strawberry Shortcake, Bratz, Shrek.

South America:

Company Name	Country	Type	Properties
	Brazil	Agent	Action Man, Astro Boy, Barney, Bob the Builder, ALF, Bananas in Pajamas, Beyblade, Clifford the Big Red Dog, Code Lyoko, Discovery Channel, Fairly Odd Parents, My Little Pony, Peanuts, Strawberry Shortcake, Pink Panther, Ninja Turtles, Totally Spies, Trollz, Transformers, Yu-Gi-Oh. Hasbro partner
Tycoon	Mexico & southern cone	Agent	Properties
International merchandise	Argentina, Uruguay, Paraguay, Bolivia	Agent	Disney's Standard Characters, Peanuts, SpiderMan, Looney Tunes, Power Rangers, Batman, Disney's Princess, Barbie, Floricienta (domestic brand), Barney, Winnie the Pooh, Rugrats, SpongeBob, Theatrical movies, local soccer clubs (Boca Juniors, River Plate)



About LazyTown

General

Founded in 1995 in Reykjavik, Iceland, LazyTown Entertainment is an independent entertainment and licensing company dedicated to creating children's products, which deliver pro-health and pro-social messages in an entertaining and non-violent way.

The TV series LazyTown was created in a 5067m² studio in Gardabaer, Iceland, one of the most advanced High Definition Virtual Cinematography facilities in the world.

The philosophy of LazyTown is to entertain children and at the same time motivate them to make healthy lifestyle choices. This philosophy has already been widely spread in Iceland and shows how well the property is adapted to children.

LazyTown has proved to be a stamp of approval in its home market:

- A key element in stopping the weight gain of children in the past 10 years according to the Surgeon General in Iceland.
- Increased consumption of fruits and vegetables by 12.5% during a special campaign in the Country.
- LazyTown received the Nordic Public Health Prize in 2004 for its contribution and success in motivating children to lead healthier lives.
- LazyTown received the EDDA Awards (Icelandic TV and Film association) in 2005
- LazyTown has already built a track record

USA - NICK JR.

LazyTown has reported fantastic ratings since its U.S. debut on Nick Jr. on August 16th at 10:30 a.m.

In July 2006 LazyTown reached 15.1 million viewers, including 4.4 million kids aged 2-5.
Source: Nielsen Cume Data - July 2006

"*LazyTown's New Superhero*" (Aug. 15, 8 p.m. ET/PT) earned the top spot in Nick Jr, Monday night primetime special its time period in all of broadcast and cable television among all kid demos (K 2-5, K 2-11 and K 6-11)*. The one-hour special beat out all competition on basic cable". *Nielsen Media Research - August 15, 2005

Since its launch, LazyTown has consistently won its time period, beating Cartoon Network by +163% and Disney Channel by +123%. * Source: NMR - 8/16/04 - 5/29/05

Each week, a total of 6.8 million viewers tuned in to watch LazyTown, which included 2.7 million kids 2-5 and 3.8 million kids 2-11. (Source: Nielsen Cume Data - February 2005)

LazyTown ranked among the top 6 in 1Q06 to date among preschool properties, outperforming all other broadcast and cable programming in its timeslots on commercial television among kids aged 2-5! (Source: NMR - 1Q06)



LazyTown Global Fact Sheet

Canada

The groundbreaking LazyTown series - has been on Canadian kids network YTV since December 6, airing weekdays on YTV. LazyTown is a solid breakout hit for the preschool set on YTV and is currently ranked as the number 1 preschool show in YTV's preschool line up.

LazyTown will follow its success on YTV with a launch on French Canadian Broadcaster VRAK in Fall 2005.

Latin America

Created to engage and entertain, LazyTown premiered on Latin American screens exclusively through Discovery Kids in March 2005. As an example, it became the number 3 show in Argentina after 3 days.

"Discovery Kids' mission is to deliver high-quality, fun and educational programming to the youngest of viewers and the premiere of LazyTown is the best example of our commitment to providing an enriching and positive experience to our audience through innovative and entertaining content," according to Bilai Joa Silar, Director of Programming for Discovery Kids Latin America/Iberia.

Germany

German broadcaster Super RTL premiered LazyTown in August 2005. *"LazyTown offers all the qualities Super RTL needs to maintain its strong position as a market leader in Germany: unique characters, outstanding production quality and stories which refer to the everyday subjects of our young audience!"* said former Super RTL program director Carsten Goettel.

- Having launched on 8th August on Super RTL, the show garnered ratings of over 40% peaks, and 48% in the target group of kids aged 3-13. Receiving huge press response with over 60 articles nationwide!
- LazyTown has just won an EMIL award from the German television industry and magazine Spielfilm - one of the most sought-after awards of the year. The jury of the EMIL awards said, "Eating apples, moving, going to bed early, always being honest? And this is kids TV entertainment? One might think that is really boring... but LazyTown is anything but than boring. The series combines computer animation, puppets and live action, is extremely colorful, full of music, is dynamic and vital and very entertaining. It's packed full of energy."



LazyTown Global Fact Sheet

Norway

LazyTown was launched in TV2 in Norway last Saturday, August 20th, and went straight to the top. "This is the best launch we could ask for. A better start than in the USA and Canada based on market shares on the launch date. The series increased their shares consistently every week there, and we hope we will continue to do so in Norway as well!" said Beathe A. Daae, Head of Children's Programming at TV2:

- In the age group 3-11 years old, LazyTown reached 45.7 % shares on its premiere date beating the viewer share it got during the premiere weeks both in USA on Nick Jr. and in Canada on YTV. On top of that a 28.7% share of the 12+ older watched the first episode of LazyTown.

United Kingdom

LazyTown launched on Monday October 3rd on terrestrial and satellite channels, airing weekdays at 8:30am on BBC2 and 4:30pm on Nick.

With this groundbreaking partnership, LazyTown has negotiated a combination of the best possible broadcasters in the UK market, one that has not been achieved before.

LAZYTOWN'S RATINGS SUCCESS ON NICK JR UK

LazyTown on Nick Jr. was the most successful new show launch on a children's channel in 2005

Source: BARB, Cable & Satellite Homes, Kids 4-15, Monday - Sunday, 2005

LazyTown on Nick Jr. was the #1 rating pre-school show of 2005.

Source: BARB, Cable & Satellite Homes, Kids 4-15, Monday - Sunday, 2005

LazyTown became an instant hit when it launched on Nick Jr. in October 2005. Since its launch it topped Nick Jr's monthly programme rankings for both children aged 4-15 and mums at home for the rest of the year.

Source: BARB, Cable and satellite homes, Kids 4-15, 1 Jan - 25 Dec '05

LazyTown is the #1 show on Nick Jr in 2006 among both children aged 4-15 and mums at home.

Source: BARB, C&S Homes, K4-15/HWK, 01/01/06-23/07/06, M-Su.

Asia

NICKELODEON PAN-ASIA

- Malaysia: top 2 show on the channel
- Philippines: top 3 show
- Korea: top 2 show
- Singapore: top 4 show



Other interesting Developments

Nordic Public Health Prize, 2004

Magnus Scheving, founder and creator of LazyTown received the Nordic Public Health Prize in 2004 for his work in motivating children through the world of LazyTown.

Obesity amongst children is an increasing health problem in the Nordic countries, and Scheving works in an unconventional and innovative way to the benefit of the health and entertainment of children... in the world of LazyTown, children are motivated to live a healthy lifestyle through a combination of play and positive stimulus.

More Than 3000 Public Speaking Appearances

For more than 12 years Scheving has worked on motivating children and following extensive public speaking around the world, realizing that wherever he went, parents always asked him the same basic questions about exercise and nutrition for children. He created LazyTown in 1991 in response to those questions – to help parents raise healthy kids, and to inspire kids to lead healthier lives.

Scheving is in great demand in public speaking about how LazyTown works for kids for the Health community and caregivers.

Working Closely With Governments And Grass root Movements

During a special campaign in the Country supported by the governments and grassroots movement the consumption of fruits & vegetables increased by 12.5% and sales of soda drinks reduced by 11%.

The campaign is called ***The LazyTown Energy Book*** and is a game where children 4-6 year old tried to be the most energetic kid. During the game

Icelandic Children Stop Gaining Weight

"Kids lead a healthier lifestyle in Iceland because of LazyTown", says the Icelandic Surgeon General. According to him Icelandic children have reached stability in weight gaining in the past 10 years, and LazyTown is clearly part of the reason for that achievement. This statement followed an official letter from the Medical Director of Health in Iceland (Surgeon General) stating the same fact.

Achievements As Entrepreneur And Sports Person

Scheving has also received the Entrepreneur of the Year award in 2003 and he also has many sports awards and trophies a two-times European Champion of aerobics in 1995 and 1994 as well as silver medallist in the World Championships of aerobics in 1994 and following that was voted "Athlete of the Year" in Iceland. Furthermore, Magnus was the Nordic Champion and holds six Icelandic Champion titles.



Reaching The Community Through Grassroots And Promotional Events

Energy Book

Before the child starts using the book the child and its parents create a contract with terms to which they both agree - and a great prize comes upon completion. The Energy Book is more than just a book because it describes the general food groups and gives energy points depending on how much the child consumes of them. It educates children about how to stay energized all day and the importance of eating right.

At the end of each day the points are summed up and added to the previous day. At the end of the month, a total of all the points are calculated to discover if the child has achieved its goals. The incentive lies both in the daily accumulation of stickers as well as the long-term goal of a balanced diet.

With the book is a sticker sheet, which parents supervise rewarding the child. Using the Energy Book the child tallies up the various foods he has eaten that day. Each food group is assigned a certain value, and the value is represented with a sticker.

The Economy

The Idea

Establish an economy that helps enlighten children about the true value of money and the importance of a healthy and nutritious diet, coupled with regular and consistent exercise.

How Does It Work?

The Products It can be said that the participants of the LazyTown Economy (the children) have a win-win situation because they can save money and collect interest in exchange for LazyTown bills which can only be used to purchase healthy, nutritious, and value-added products and services.

Interaction with the Community

The LazyTown Economy is a success and has enlightened children and their parents. Children all over have saved money and deposited it in exchange for LazyTown bills that have been used to purchase healthy food, beverages, various services, and admission fees to sports centres and activity classes. The children of Iceland now have more knowledge about nutritious products and have used their LazyTown bills to exercise and save money.

For this their parents are thankful while the sponsors have gained valuable exposure for their companies by contributing to the community while promoting their products and services.



LazyTown Global Fact Sheet

The LazyTown Games

The first games were held in the summer of 1999 all over the country (Iceland) and the emphasis was on reaching out in the community. This was done by both going to small villages as well as to larger towns and encouraging everybody to come. The Vegetable Farmers Association, among others, sponsored the events.

Everybody who participates is a winner, because the real victory is to get people of all ages to join in.

The games are based on the idea that physical activity doesn't always have to be traditional sports. Everybody, despite age, physical ability or stamina is welcome to participate. The non-conventional sports event is mixed with entertainment and the atmosphere of a family outing. At each game, fruits and vegetables are given to participants. The grand finale is a great party geared towards children, where LazyTown characters sing, dance and play games with them.

Non Profit Radio Station

In 2002, LazyTown launched a non-profit radio station in Iceland, broadcasting family-friendly fare 24 hours a day, 7 days a week. The LazyTown radio station is a great source of education and fun for children. In a survey from Gallup in Iceland LazyTown radio got 36% shares of listeners in the age group 30 to 39 (most likely to have children up to 9 years old).