

For Immediate Release:

Olympusat Lands Content Partnership Agreement with Cookie Jar Entertainment

Business Expansion and new Programming to ¡Sorpresa! - Their 24/7 Spanish-language Children's Network

April 19, 2012 –West Palm Beach, FL – [Olympusat, Inc.](#), the country's market leader in the development and distribution of independent [Hispanic](#), [Specialty](#), and [Faith & Family](#) television networks, announced today that they have signed a partnership with Cookie Jar Entertainment, a global leader in children and family entertainment, for both expanded business in the US and in Latin America as well as to carry their Spanish-language content on ¡Sorpresa!, Olympusat's 24/7 Spanish-language children's network.

This partnership will add a portfolio of new series to ¡Sorpresa!'s existing and future lineups. Through this agreement, Olympusat will also have access to Cookie Jar's library of over 6,000 titles, including current favorites and the classic hit series *The Busy World of Richard Scarry* and *Mary Kate and Ashley: In Action*. These leading titles among others are dubbed in Spanish.

"Our partnership with Olympusat is a powerful reminder that the strength of Cookie Jar's library serves as the backbone to channels like Olympusat's ¡Sorpresa!," said Toper Taylor, President & COO of Cookie Jar Entertainment. "We have hit series that have aired over thirty years in 160 countries. With this Olympusat deal, ¡Sorpresa! now enjoys access to the rocket fuel necessary to support the channel's existing audience and growing distribution."

"We are very pleased to be developing new projects together as well as adding this new programming from Cookie Jar to our ¡Sorpresa! channel, which currently reaches 1.5 million subscribers and is carried over many cable providers in the United States and Puerto Rico, including Comcast, Time Warner Cable, Charter, Cox, the NCTC and others," said Tom Mohler, President & CEO of Olympusat, Inc., which includes the company's owned and operated Hispanic networks: Cine Mexicano, Gran Cine, LaTele Novela, ¡Sorpresa! and CubaPlay in addition to Specialty Networks FUNimation Channel, Parables and Untamed Sports. "Our efforts to make the network more relevant to US Hispanic children by offering bilingual programs and adding new and exciting content, including these new programs just acquired from Cookie Jar, have met with great success."

¡Sorpresa! offers originally-produced and acquired in-language programming from the US, Latin America and around the world. ¡Sorpresa! provides fun, entertaining and culturally-relevant programming environment where kids can learn about themselves and the world around them while connecting back with their Hispanic heritage.

About Olympusat, Inc. Olympusat, Inc. [owns, operates, manages](#) and distributes independent linear and non-linear programming networks to the Cable, Satellite, and Telco industries, in addition to multi-platform offerings including mobile, IPTV and broadband networks. The company represents 25 television networks serving the [Hispanic](#), [Specialty](#) and Faith & Family markets such as [FUNimation](#) Channel, [Untamed Sports](#) and Parables. Olympusat is the leading independent distributor of Hispanic networks in the United States free of major media

conglomerates. Olympusat, Inc. also owns two strategic business units: Olympusat Digital Production, which provides Production and Post-Production services such as Optical Scanning, Complete Video Restoration and Color Correction services that revive classic movies for the 21st century high-definition video platforms of today and Olympusat Telecom, which offers complete communications solutions for both the enterprise and consumer markets worldwide. For more information on Olympusat, please visit www.olympusat.com.

About Cookie Jar Entertainment

Cookie Jar is one of the world's leading independent entertainment and consumer products companies with offices around the globe. Cookie Jar Entertainment is a leader in the creation, production and marketing of animated and live-action programming. Its library of nearly 6,000 half-hour episodes of television features some of the world's most recognizable series including *Caillou*, *Inspector Gadget*, *The Doodlebops* and *Johnny Test*. The company controls Cookie Jar TV, the weekend morning block on CBS. Copyright Promotions Licensing Group, (CPLG) Cookie Jar's full-service international licensing agency, represents numerous entertainment, sport and design brands such as Caillou, Strawberry Shortcake, Care Bears, Richard Scarry, and St. Andrews Links. For more information, please visit www.cjar.com and follow CEO, Michael Hirsh, on twitter @happyhirshcjar

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