



PRESS RELEASE

PLOPSA PURCHASES HOLIDAY PARK, HASSLOCH AND OPENS FIRST THEME PARK IN GERMANY

De Panne, Belgium / Munich, 4 November 2010 – Plopsa (De Panne, Belgium), the theme-park division of the Belgian media enterprise Studio 100 (Schelle, Belgium), has purchased the amusement and adventure park “Holiday Park” in Hassloch, South West Germany.

Holiday Park, Managing Director Wolfgang Schneider and Steve Van den Kerkhof, Managing Director of Plopsa, signed the contract on 2 November 2010. The reopening is scheduled for April 2011.

Plopsa already operates three theme parks in Belgium – Plopsaland De Panne (founded in 2000), Plopsa Indoor Hasselt (2005) and Plopsa Coö (2005) and one theme park in the Netherlands - Plopsa Indoor Coevorden which opened in April 2010. The theme parks attract approximately 2.5 million visitors per year.

Plopsa is a word coined from the children's TV characters Kabouter Plop (**Plop the Gnome**) and **Samson & Gert**, which are very popular in Belgium and, as Studio 100 characters play an important role in the parks.

Plopsa is the theme-park division of the Belgian media enterprise Studio 100, which has been represented on the German market by Studio100 Media in Munich since 2007. Studio100 Media owns the rights to highly recognized children's TV brands such as **Maya the Bee**, **Vicky the Viking**, **Heidi** and **Tabaluga**.

“A dedicated theme park in Germany in which we can also give a home to the Studio100 Media characters such as **Maya the Bee** and **Vicky** is a logical strategy” says Steve Van den Kerkhof, Managing Director of Plopsa. “It is important for Studio 100 to offer family entertainment on all platforms under our own direction – this also includes allowing fans to experience beloved classics such as **Vicky** and the heroes from our production **House of Anubis**”, adds Patrick Elmendorff, Managing Director of Studio100 Media. Studio 100 owners Gert Verhulst and Hans Bourlon assert: “We take great pleasure and pride in our new family member.”

The Holiday Park will keep its name and will be reopened in April 2011; the scheduled closure of the park took place on 31 October. Plopsa intends to maintain the number of employees (currently 85 staff members) and raise it in the long term. The company will invest 25 million Euros over the next four years to achieve the medium-term goal of making it one of the five most frequented theme parks in Germany. The branding of the park will then take its cue from the Studio 100 brands.

Holiday Park was founded by the Schneider family in 1971 and will be celebrating its 40th anniversary next year. “I am delighted that Holiday Park will continue to grow successfully in the Plopsa Group” says Wolfgang Schneider, the departing Managing Director of the Holiday Park.

Further information on Studio100 Media GmbH and Plopsa, as well as details on the products, can be obtained under www.studio100media.com and www.plopsa.be. The reproduction of the photo “Steve Van den Kerkhof_Wolfgang Schneider” (l. to r.) is free of charge, © Studio 100, specimen copy requested.

About Plopsa

Plopsa is the theme-park business division of Studio 100. Plopsa currently operates three parks in Belgium, the theme park Plopsaland De Panne, the indoor park Plopsa Indoor Hasselt and the tourist attraction Plopsa Coö. Moreover, in 2010 Plopsa opened its first indoor park in the Netherlands. The parks unite the Studio 100 characters and a variety of attractions under one roof. At the parks, visitors can enjoy the popular Studio 100 characters such as the Gnome Plop, Samson & Gert and their friends Mega Mindy, Pirate Pete, Bumba and others.

About Studio100 Media

Studio100 Media GmbH is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio100. The company develops and acquires new formats, is active as a co-producer and is also responsible for the global marketing of its own rights portfolio, as well as of third party programming.

It is the objective of Studio100 Media to produce and market top-class, non-violent and, above all, entertaining children's programs and formats. In so doing, the company works on the basis of long-term partnerships, as well as project-based co-operations.

With the acquisition of EM.Entertainment and Junior.TV in July 2008, the Studio100 Group succeeded in adding sustainable strength to its position within the production and distribution sectors. In marketing its license rights the company pursues a global strategy within sectors ranging from licensing & merchandising, home entertainment through to stage shows and theme parks.

For press and photo inquiries please contact:

Studio100 Media GmbH
Nicole Braun
Tel.: +49 (0) 89-960 855 112
Nymphenburger Straße 82
80636 München
Nicole.Braun@studio100media.com

Devika Patel
Studio100 Media GmbH
Mobile: +44 (0) 7773 324 159
E-Mail: devika.patel@btopenworld.com