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MARATHON
MEDIA





TEAM GALAXY

AN ELECTRIFYING NEW SPACE-BOUND SERIES

★ 52 HALF-HOUR EPISODES :

- SEASON 1 - EPISODES 01 TO 26 - DELIVERY STARTS MAY 2006
- SEASON 2 - EPISODES 27 TO 52 - DELIVERY STARTS FEBRUARY 2007

GUARANTEED TO BE A SMASH HIT !

★ A UNIQUE ANIMATION STYLE THAT COMBINES 2D & CGI ANIMATION

★ A 16 MILLION \$ CO-PRODUCTION WITH :



★ A MASSIVE INTERNATIONAL TV LAUNCH AT MIP 06



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THE TEAM GALAXY FORMULA



**IS A REFRESHING BLEND OF COMEDY AND ACTION
FROM THE TEAM THAT BROUGHT YOU THE INTERNATIONAL TV
SUCCESS *Totally Spies!* & *Martin Mystery***



**IS THE ONLY SPACE THEMED
KIDS SERIES AIMED AT BOTH BOYS
AND GIRLS AUDIENCES**



**IS THE COOLEST, HIPPEST AND
FUNNIEST NEW PROPERTY FOR BOYS
AND GIRLS AGES 6 TO 11**



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THE TEAM GALAXY FORMULA



- 1- THE SERIE
- 2- TV BROADCASTING
- 3- MARKETING STRATEGY
- 4- THE BRAND
- 5- STYLE GUIDE



THE SERIE



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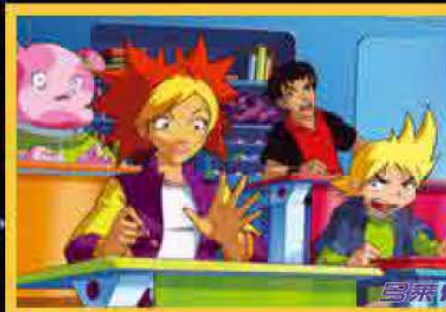


THE STORY LINE

**WHAT HAPPENS WHEN THREE OUTRAGEOUS
TEENAGERS ARE THROWN IN THE MOST EYE-POPPING
SPACE ADVENTURES ?**

A FAST-PACED FUTURISTIC ADVENTURE FOR KIDS AGES 6-11,
SET IN GALAXY HIGH, THE COOLEST HIGH SCHOOL IN THE
UNIVERSE, WHERE THE STUDENTS ARE TRAINED TO
BECOME SPACE MARSHALS.

THE SERIES FOLLOWS THE INTERGALACTIC EXPLOITS OF JOSH,
BRETT AND YOKO, FORCED TO MULTI-TASK BETWEEN THE
TRIBULATIONS OF THEIR « REGULAR » TEEN LIVES AND HIGH-
FLYING SPACE ADVENTURES. FULL THROTTLE THRILLS ARE IN
STORE AS THE THREE FRIENDS BECOME THE UNLIKELY
DEFENDERS OF EARTH AND FACE OFF AGAINST THE CRAZIEST,
MOST OVER-THE-TOP ALIEN VILLAINS THE WORLD HAS EVER



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THE TEAM



YOKO, JOSH AND BRETT ARE OFFICIALLY STUCK TOGETHER - THREE INDEPENDANT OUTSIDERS FORCED TO WORK AS ONE COHESIVE UNIT !
THEY MAKE UP THE MOST SUCCESSFUL TEAM AT GALAXY HIGH !

THEY ARE ALSO THE MOST COMEDIC TRIO...
DESPITE THE FACT THAT THEY DON'T HAVE MUCH IN COMMON, THEY DEVELOP A STRONG AFFECTION FOR ONE ANOTHER.



BRETT

JOSH

YOKO



FLUFFY

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JOSH - THE 16 YEAR-OLD REBEL

HIS HIGH-JINKS CONSTANTLY KEEP HIM AT ODDS WITH GALAXY HIGH'S PRINCIPAL, Mr KIRKPATRICK WHO'S ALSO JOSH'S DAD !
JOSH HAS NEVER BEEN MUCH OF A STUDENT. HE TRULY SHINES AT FIELD MISSIONS WHERE HE RELIES COMPLETELY ON HIS STREET SMARTS AND WITS...



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YOKO - THE 15 YEAR-OLD KARAOKE SINGER



AMAZINGLY TALENTED BUT ALSO A BIT OF A SCATTERBRAIN, YOKO APPLIED TO **GALAXY HIGH** BY MISTAKE WHILE PURSUING HER DREAM TO BECOME A STAR. EVER THE OPTIMIST, THIS FREE-SPIRITED GIRL TRIES HER BEST TO FIT INTO HER NEW ENVIRONMENT. IT'S YOKO'S UNIQUE QUALITIES THAT MAKE HER ONE OF GALAXY HIGH'S HARDEST-HITTING COMPETITORS! INCREDIBLY DRIVEN, DETERMINED AND EFFERVESCENT, SHE RELIES ON COMMON SENSE BY HER OWN BRAND OF WISDOM. . . IT DEFINITELY MAKES HER A BIT TOO MUCH FOR OTHERS TO HANDLE!



BRETT - THE 10 YEAR-OLD PRODIGY

A SCI-FI GEEK TO THE CORE, BRETT IS A STUDENT AT GALAXY HIGH. HE'S A TOTAL BRAINIAC AND CAN EASILY FIX ANYTHING THAT GOES WRONG WITH THE GALAXY HIGH EQUIPMENT. HIS DEEPEST DESIRE, IS TO BE TREATED JUST LIKE ANY OTHER STUDENT AND NOT JUST... SINCE HE'S SO IMMATURE, HE THROWS TANTRUMS OR BURSTS INTO TEARS. BRETT DOESN'T WORK WELL WITH OTHERS. AS A RESULT HE'S ALWAYS OUT TO PROVE HIMSELF AND OFTEN TAKES UNREASONABLE RISKS!





THE PROTECTION DEVICES



EARCOM



COMPUTER
WITH LASER PHONE MODE
AND FOAM MODE



TWO LASER DAGGER



GUN
WITH LASER PHOTON MODE,
GLUE FOAM MODE,
AND A DAZZLER LIGHT MODE

EARCOMS



BOOMBOX
PLAY MUSIC
HAS A SONIC CHIELD MODE
HAS A SONIC BLASTER MODE

GUN
WITH LASER PHOTON MODE
AND FOAM MODE



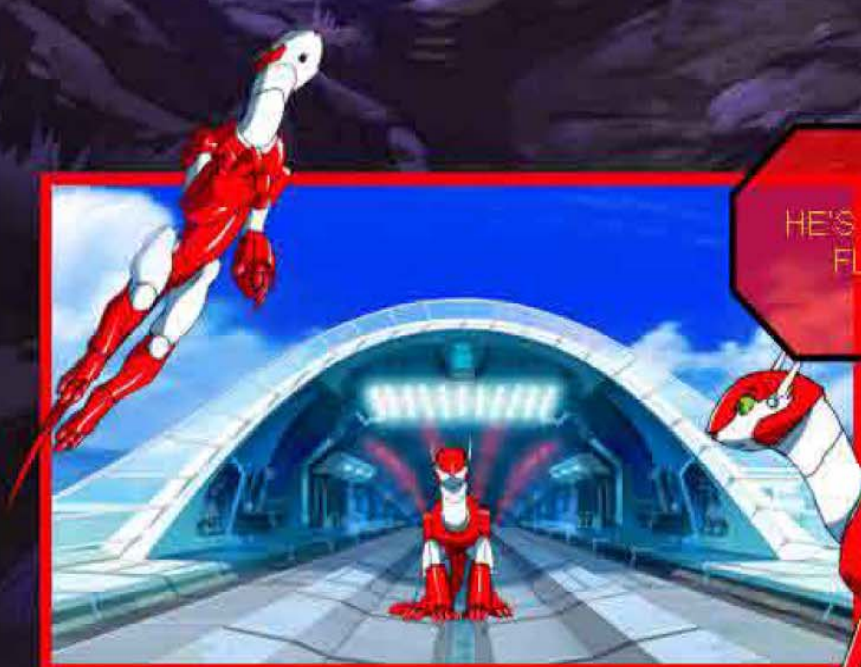


THE ULTRAPETS

EACH TEAM IS ASSIGNED A PET-ROBOT THAT SERVES AS AN AIDE AND COMPANION TO THEM. THE ULTRAPETS HAVE THE UNCANNY ABILITY TO ASSIMILATE TO THEIR MASTER'S PERSONALITIES. THEY ALSO ASSIST THE GALAXY HIGH CADETS ON THEIR MISSIONS AND POSSESS THE ABILITY TO TRANSFORM INTO POWERFUL FIGHTING MACHINES.



FLUFFY, THE ULTRA PET
HE'S LOYAL, KIND, AFFECTIONATE AND FEARLESS.
FLUFFY IS LATCHED INTO JOSH AS HIS VERY
FAVORITE HUMAN!



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THE FACULTY

Ms ROSKOFF



PRINCIPAL KIRKPATRICK



Mr FITCH



Ms SCHRAGGER



Mr SPZOERSCCLIPW



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THE ALIENS



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THEIR SCHOOL : GALAXY HIGH

GALAXY HIGH IS AN EXTREMELY DEMANDING SCHOOL : IT REQUIRES ITS STUDENTS TO EXCEL IN FORMAL KNOWLEDGE (Physics, Astronomy, Alien Language...) AS WELL AS IN PRACTICAL, MAINLY PHYSICAL FIELDS (Combat, Hornet Command, Ultra-Pet training...) .



LOCATED IN A TOP-SECRET LOCATION GALAXY HIGH IS MORE LIKE A STATE-OF-THE-ART CITY THAN JUST A SCHOOL !



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BROADCASTING



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TV BROADCASTING

A LONG-RUNNING SERIES : 52x26 MINUTES EPISODES FROM THE START!

HERTZIAN BROADCASTING

FRANCE - France 3 : Teaser on air in July 2006
B'cast from September 2006 - few times a week

CANADA - YTV : Sneak preview of the series on july 2006
B'cast starts September 2006

ITALY- RAÏ : B'cast starts 1st semester 2007



TV BROADCASTING

A LONG-RUNNING SERIES : 52x26 MINUTES EPISODES FROM THE START!

CABLE/SAT BROADCASTING

USA - Cartoon Network : B'cast starts September 2006

EUROPE - Jetix

France :	B'cast starts December 2007
UK :	B'cast starts September 2006
Italy :	B'cast starts September 2006
Spain :	B'cast starts November 2006
Israel :	B'cast starts December 2006
Netherlands :	B'cast starts December 2006
Turkey :	B'cast starts January 2007
Poland :	B'cast starts January 2007
Greece :	B'cast starts January 2007
Nordic :	B'cast starts February 2007
Germany :	B'cast starts 2007



MARKETING STRATEGY



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A STRONG INTERNATIONAL LAUNCH

TEAM GALAXY WAS LAUNCHED AT MIP TV 2006

THE SERIES HAS ALREADY MADE THE COVERS OF THE
MAJOR TRADE MAGAZINES :





A STRONG INTERNATIONAL LAUNCH

PRESENTATION AT



FORUM - May

2006

3rd FORUM OF FRENCH LICENSING COMMUNITY

LAUNCHING AT THE MIFA - June 2006



INTERNATIONAL ANIMATED FILM FESTIVAL & MARKET

PRESS CONFERENCE WITH France 3

- OPEN PUBLIC SCREENING FOR THE CHILDREN

- ONE WEEK BUS ADVERTISING



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A STRONG INTERNATIONAL LAUNCH

THE 2006 NEW YORK LICENSING SHOW

North American Licensing launch



- **STRONG PRESENCE ON THE MGM BOOTH**

Prime location on the show floor

- **MGM BREAKFAST LAUNCH - 8:30 am Wed. June 21st - Javits Center**

Presentation of the US licensing program

To 100 prospect licensees & promotional partners

- MGM Interview
- CARTOON NETWORK Interview
- BANDAI Interview

- **JETIX CP EUROPEAN LINE-UP PRESENTATION - June Wed. 22nd - Muse Hotel**

- **License! MAGAZINE EXCLUSIVE TEAM GALAXY FEATURE (JUNE 06))**

- MGM, CARTOON NETWORK, BANDAI and MARATHON Interviews



INTERNATIONAL LICENSING ORGANIZATION

■ NORTH AMERICA :



MGM CONSUMER PRODUCTS

■ EUROPE :



JETIX CONSUMER

■ REST OF THE WORLD :



MARATHON MEDIA

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THE BRAND



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TEAM GALAXY BRAND POSITIONNING

T. V. BROADCASTING TARGET : **BOYS & GIRLS 6-11**

MERCHANDISING TARGET : **BOYS 6-10**

STRONG VALUES :

SENSE OF ACHIEVEMENT

Their unique personalities seem to compliment each other well - allowing them to triumph in even the most difficult situations !

HUMOUR

The teachings at Galaxy High are highly unusual : from Alien languages & customs, to spaceship driver's Ed, to Gravity Defiance 101, all of GH's classes are totally over-the-top!

FRIENDSHIP

Josh, Yoko and Brett quickly develop a strong affection for one another !

TEAM SPIRIT

Three independent outsiders forced to work together as one cohesive unit!





KEY SELLING POINTS

TEAM GALAXY is a blend of both action and comedy which gives TEAM GALAXY a high-rerun value.

Each episode strikes a balance between teen-relatable storylines and space centric super-adventures ... therefore not alienating the girl audience.

The show will be heavily promoted by the Int'l B'casters such as :

France 3 - Cartoon Network - Jetix Europe



Showing ordinary teens in extraordinary circumstances with :

- ACTION
- FANTASY LOCATION
- SPACE EXCITEMENT
- ADVENTURE THRILLS



Strong production commitment with 52 episodes produced.



KEY SELLING POINTS

Very high production value with state of the art combination of 2D & 3D animation for all the scenes taking place in space.



Strong PR & publicity coverage in the main territories :

- PR agency in US
- PR department at MARATHON MEDIA
- PR services of JETIX CONSUMER PRODUCTS Europe

Official TEAM GALAXY website integrating the latest technology :

- Featuring TV scheduling episode guide, video games & more...
- Launch of a membership club
- Backed by mini-sites featured on the B'casters' own websites



The show has been an instant winner amongst TV Buyers around the world.

www.teamgalaxy.tv



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KEY LICENSING ANGLES

COOL SPACE IMAGERY & BOY FRIENDLY SPACE GEARS

- APPAREL : Boys outdoor and nightwear, Shoes
- BACK TO SCHOOL : Back to School, luggage, Stationary

STRONG EPISODIC STORYLINES & DEPTH OF CHARACTERS

- PUBLISHING : Novelization, Activity books, Stickers albums
Comic strips albums, Magazines & Mangas

EACH EPISODE MOVES AT WARP SPEED WITH AN ARRAY OF STARSHIPS, ALIENS WEAPONS AND LIFE-SAVING GADGETRY

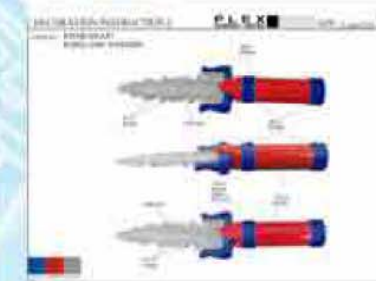
- BOYS ACTION TOYS : Figurines, Starships & Vehicles, Playsets
- INTERACTIVE GAMING : Console game (GBA, DS, PS2...), Online gaming, Downloadable phone gaming
- TOYS & GAMES : Cycling, Rolling & Skating gears, Outdoor toys



LICENSEES



- Toys & games: **Bandai Master Toy licensee**
Figurines, Starships & Vehicules, Playsets



LICENSEES



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Figurines, Starships & Vehicules, Playsets

TEAM GALAXY

VEHICLES & PLAYSET LINE MINI VEHICLE (2 PACK)

Product Image



● JOSH'S DEFENDER



Wheels
Mystic wheels allow vehicle to continue rolling for a long distance

Package Image



Blister Package

Lineup



● BRETT'S DEFENDER & CRUSHER



● YOKO'S DEFENDER & SPACE HORNET

● 6x6

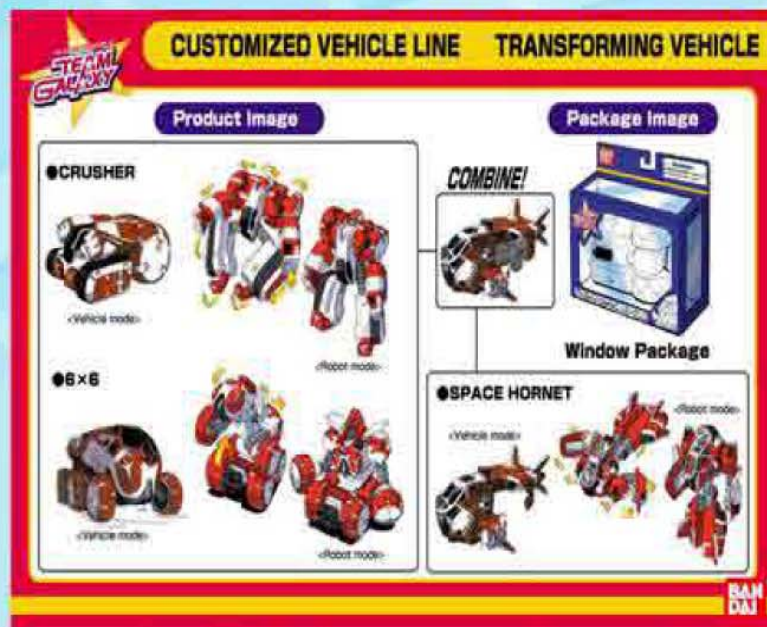
BANDAI



LICENSEES



- Toys & games: **Bandai Master Toy licensee**
Figurines, Starships & Vehicules, Playsets



LICENSEES



- Toys & games: **Bandai Master Toy licensee**
Figurines, Starships & Vehicules, Playsets



LICENSEES

-Publishing: **Hachette**

Novelization – 6 Chapter Books « Bibliothèque Verte »

2 Chapter Books to be released in February

-Back To School: **Tennessee**

BTS, Luggage and Stationary

2 Chapter Books to be released in February





IN NEGOCIATION



- **Apparel** : Sportswear et Nightwear
- **Footwear**
- **Bed Linen**
- **Publishing**: Comic books Album – Activity Books
- **Games**: Board Games, puzzles
- **Outdoor Toys**: rolling, cycling & skating gears...
- **QSR Promotion**
- **Video** : DVD



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End of Presentation
Thank You!