



ENTERTAINMENT

VIVENDI ENTERTAINMENT ACQUIRES EXCLUSIVE HOME VIDEO AND DIGITAL DISTRIBUTION RIGHTS TO THE LEGENDARY SID AND MARTY KROFFT LIBRARY

**Celebrated catalog includes iconic children's shows H.R. PUFNSTUF,
SIGMUND & THE SEA MONSTERS and LIDSVILLE**

Universal City, CA, May 24, 2010 - Vivendi Entertainment (VE) has acquired the exclusive North American home video and digital distribution rights to the Sid and Marty Krofft library.

Sid and Marty Krofft created some of the most beloved children's television shows in the 1970s and 80s. They pioneered blending, puppetry, comedy and fantasy to create some of the most memorable shows of that era. Titles in the beloved catalog include family favorites such as H.R. PUFNSTUF, SIGMUND AND THE SEA MONSTERS, and LIDSVILLE as titles never before released on DVD or digitally, including LOST SAUCER, BIGFOOT & WILD BOY and FAR OUT SPACE NUTS.

Aiming to reach lifelong fans of the Kroffts, while at the same time introducing the shows to their children, Vivendi Entertainment will begin releasing the catalog as full series sets and compilations beginning in the third quarter of 2010, with an additional focus on creating collectible sets. Bonus features will include all new, exclusive, never before seen content.

Yolanda Macias, Executive VP of Acquisitions & Business Development for Vivendi Entertainment said, "The Krofft brothers have been capturing audience's imaginations for decades. Their shows are iconic, their characters are perennial, and we are thrilled to provide a platform that will allow long time fans to continue enjoying their creations while at the same time introducing their magical worlds to a whole new generation of fans."

Added Marty Krofft, "We are excited to partner with one of the industry's leading digital and home entertainment distributors. We look forward to a successful relationship with Vivendi and their experienced team."

About Vivendi Entertainment

Vivendi Entertainment is a full service independent film, television, DVD and digital distribution company operating in the United States and Canada. Representing a vast range of genres including action, comedy, urban, family, Latino, sports and stand-up comedies, Vivendi Entertainment has become a favorite distribution partner for independent content providers. The company has built an extensive catalog of over 3,000 titles, and its customer-centric business model was founded on the principles of collaboration and financial transparency. The company provides sales, marketing, and distribution services to many of the home entertainment industry's most prestigious brands including: The Weinstein Company, World Wrestling Entertainment, National Geographic, Classic Media, RHI, Shout! Factory, Salient, and Code Black. The company currently has *LETTERS TO GOD* in theatrical release nationwide. Vivendi Entertainment is a division of Universal Music Group Distribution, the award-winning sales, marketing and distribution arm of Universal Music Group, the world's leading music company.

About Sid & Marty Krofft

Brothers Sid & Marty Krofft have been producing quality family entertainment for over 30 years. Sid & Marty became a household name in the '70s with a series of remarkable programs that featured elaborate sets and fanciful characters. *H.R. Pufnstuf* was the first in a long line of beloved programs created by the Kroffts, including *The Bugaloos*, *Lidsville*, *Land Of The Lost*, *Far Out Space Nuts*, *Lost Saucer*, *The Krofft Supershow Hour*, *The Bay City Rollers Show*, *Wonderbug* and *Bigfoot & Wildboy*. The Kroffts' success with Saturday morning television prompted a demand for them to produce prime-time programming. They produced various prime-time series and specials, including *The Brady Bunch Hour*, *The Donny & Marie Show* and *Barbara Mandrell & The Mandrell Sisters*.