



**VIVENDI ENTERTAINMENT PACTS WITH INSTAVISION AND DARGAUD  
TO DISTRIBUTE JIM DAVIS' *THE GARFIELD SHOW***

**Family Favorite comedy series featuring America's iconic cat to get DVD and digital  
release in 2010**

Universal City, CA, June 25, 2010 - Vivendi Entertainment (VE) has acquired the US home video, digital and mobile rights to *The Garfield Show*, Dargaud's hit CGI animated television series currently airing on the Cartoon Network. Under the exclusive multi-year deal, Vivendi Entertainment will distribute 104 eleven minute episodes of the series' first two seasons, packaged as multiple thematic DVDs. The first DVD is scheduled to be released in the third quarter of 2010.

Named one of 2009's best new kid's shows by People Magazine, *The Garfield Show* is based on Jim Davis' Garfield, one of the most beloved and enduring icons. Garfield first appeared as a comic strip in 1978 and was later animated for TV specials and a regular series, *Garfield and Friends*. *The Garfield Show* offers a fresh and funny look at Garfield's day-to-day life, blending the modern look of CGI animation and the familiar humor of Garfield, Odie, and Jon Arbuckle.

"*The Garfield Show* absolutely sparkles!" says Garfield cartoonist Jim Davis. "Everyone involved, from the director, to the modelers, to the writers, to the animators, put their hearts and souls into making the show energetic and entertaining on every level. This is going to be one of those DVDs that is fun for kids and adults. I'm very happy that Vivendi Entertainment is handling the distribution — I know they'll give Garfield the attention he demands."

Instavision CEO Joshua Long commented, "We're thrilled to have Vivendi Entertainment as a partner in distributing *The Garfield Show* in both the retail and digital environments. Their enthusiasm for Garfield and their strong reputation in the entertainment industry make them an ideal partner."

Vivendi Entertainment Executive VP of Acquisitions & Business Development Yolanda Macias said, "Garfield is one of the most charming and loveable characters of our time. Animated in CGI with 3D tools, *The Garfield Show* adds a fresh and innovative look and feel to what is truly a classic family franchise."

Robert Rea executive producer for Dargaud Media added, "Producing the 104 episodes of *The Garfield Show* was an amazing experience. We're proud to have made the show an international success. We're more than happy that creative and enthusiastic partners such as Instavision and Vivendi Entertainment are taking care of our show in the genuine biotope of the orange cat we love so much."

### 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 Dargaud Media

Established 20 years ago, DARGAUD MEDIA is the animation arm of the French comic book publishing giant DARGAUD. Awarded for their quality, Dargaud Media's productions are sold to television channels all over the world.

### About Instavision

Instavision is a global digital distribution company whose technology is utilized by media companies and producers to seamlessly distribute directly to fans across online, mobile and video-on-demand platforms.