



Tao Shu Press Release. Information Embargoed

News Release

For Immediate Release

TAO SHU WINS I-PARENTING AWARD!

Made-by-Singapore animation series wins prestigious award for its highly educational and entertainment values

Singapore, 7 January 2008 – The Singapore-created “Tao Shu” animated series has been listed as one of the “Greatest Products of 2007” (Home video and DVD category) in the prestigious US based iParenting Awards.

iParenting is an American media organization dedicated to helping millions of parents make informed choices for their children. It conducts an annual awards event that identifies outstanding products for the young. The “Tao Shu: Wild About Wildlife” DVD has been placed in the same list as Disney’s “Mickey Mouse Clubhouse” and Sesame Workshop’s “Ready For School”. The show is praised for its “fun imaginative stories”, for its ability to grab the child viewer’s attention, and for delivering life lessons through brilliant visuals.

Inspired by Chinese cultural traditions and visuals, “Tao Shu” is an animated series created and produced by Peach Blossom Media. Since its debut in 2005, the show has enjoyed great success and popularity internationally. The show has been broadcast on Nickelodeon Asia, ATV Hong Kong, HOP!TV, TPS’s Piwi Channel (France), Kids’ Central, and by Angad Films in the Middle East. These broadcasters are very stringent in their acquisition of content that meets the high standards of their programming philosophies, and Tao Shu is very proud to have joined their stable of shows.

Mr Seto Lok Yin, Assistant CEO (Industry), Media Development Authority of Singapore (MDA) say that “It is encouraging that there is now a growing international demand for Made-by-Singapore media content. Tao Shu is one of the earliest projects that helped paved the way for Singapore-made animation content for the international market.”

Aimed at educating and entertaining kids aged 3 to 7, Tao Shu’s stories are non-violent and tap into universal themes with values like honesty and selflessness. The show’s recognition in the United States through the iParenting Media Award is further proof of its artistic and educational qualities.



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Karen Tang, Vice President (Production) of Peach Blossom Media says, "The company is excited that Tao Shu is the only Singaporean animation series to have made it into the same award-winners' list, alongside top notch work from the producers of Sesame Street and Mickey Mouse. This is certainly a milestone for the local media industry."

Launch of Tao Shu Chinese New Year Special Edition DVD and Books

Riding on the international success of the Tao Shu series, Peach Blossom Media has formed partnerships with Innoform Media and Candid Creation Publishing LLP to bring parents and kids a new wave of Tao Shu products and merchandise. Starting from January 2008, the award-winning Tao Shu series is now available in bilingual format with the launch of a special Chinese New Year DVD and two related book spin-offs. "There is a lack of quality bilingual products in the market for parents who want their children to be fluent in both Chinese and English from a young age," Karen says. "But with the launch of the bilingual versions of the Tao Shu books and DVDs, kids can now enjoy learning both the English and Chinese languages through the engaging and fun-filled adventures of Tao Shu and Ling Ling."

In conjunction with the upcoming Chinese New Year celebrations, the Special Edition Tao Shu DVD features stories about celebrations, traditions and festivals. In addition, two tales from the DVD, "Tao Shu's Big Surprise" and "Nian The New Year Monster", have been adapted into colorful book form for parents to share with their kids. Aside from the important aspect of language-learning, the new Tao Shu products also emphasize wholesome and uplifting stories, in line with the show's belief that it is important for young preschoolers to pick up virtues like helpfulness, honesty, diligence, and loving and caring for family members. The Tao Shu Chinese New Year books and DVD will be available from all leading bookstores and DVD retailers from 7th January 2008.

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About Peach Blossom Media:

Peach Blossom Media is the pioneer of original content who has enjoyed tremendous success worldwide. Since its inception in 2002, Peach has notched up an impressive track record,

producing a wealth of internationally successful animated series like Tomato Twins, Taoshu – The Warrior Boy, Wild Animal Babies, Bruise Black. Our clients include international broadcasters such as Nickelodean Asia, Jetix, Spike TV, Yahoo and MTV.

About Innoform Media:

InnoForm Media's integrated business activities include the development and licensing of children's edutainment products, sourcing of music/film, publishing, distribution and studio recording services. InnoForm Media has evolved over the last three years as one of the industry's fastest growing VCD/DVD/CD distribution companies. The mission of InnoForm Media is to stimulate the imagination, promote creativity and innovation through its licensed products, in-house productions and publishing for children and families. The company has acquired, developed and produced over 100 educational and entertainment titles and is continuously refreshing its programming slate with new and exciting properties.

With effect from 1st Nov 2004, a main-board public listed group based in Singapore, PSC Corporation, with core businesses in food trading, education, healthcare, telecommunications, logistics, retail franchising etc invested in our company. PSC is now a major shareholder of the InnoForm Media group of companies. This joint venture is timely as it aims to bring InnoForm Media to the next level in the entertainment/education industry.

About Candid Creation Publishing LLP:

Candid Creation Publishing LLP is Singapore's leading bilingual publisher for award-winning authors and luminaries. With over 200 books published across a variety of genre, they are recognized for their creative ideas, eye-catching design, professional editorial service and strength in promotion and distribution.



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Candid Creation is also the first publishing company in Singapore to be awarded the “Partnership for Arts Businesses” by National Arts Council and the “Heritage Industry Incentive Program” by National Heritage Board.

About the Media Development Authority of Singapore (MDA):

The Media Development Authority of Singapore (MDA) aims to develop Singapore into a global media city. Its Media 21 strategy seeks to create a vibrant environment for the industry and public via five key thrusts: establish Singapore as a media exchange; export 'Made-by-Singapore' content; internationalise local media companies; nurture local media talents and develop digital media.

About the iParenting Media Awards:

iParenting Media is the premier media company focused on parents. The company uses several media channels to reach its target market of parents, parents-to-be and women: online, print, radio and podcasts.

The company operates online and offline assets. iParenting.com is an award-winning network of 40+ Web sites devoted to the entire family life cycle – from preconception through the teenage years.

The iParenting Media Awards Program provides a credible and objective method of determining the best products in the marketplace and then honors them with the most prestigious consumer award.

The iParenting Media Awards is the only consumer awards program certified by ISO 9001:2000, the internationally recognized standard of quality assurance. The Awards' reviewers are a diverse set of parents, experts, licensed childcare centers and schools nationwide in America.