



October 12, 2000

"The Toy Castle" is a hit with critics!

"Brightly coloured costumes, constant movement and short and sweet storylines will keep young ones entertained." TV Guide

"4 Stars... this one is a standout." Globe & Mail Broadcast Week

"Whimsical Toy Castle series part of a promising fall lineup of children's shows... The series' accomplished way of meshing narration and mime gives it a timeless charm." The Ottawa Citizen

"The highlight of Treehouse TV's new line-up." City Parent Magazine

Now that the reviews are in, Neil Bregman, Katherine Jeans and Tim Joyce, partners of Sound Venture Productions, are pleased to announce the formation of Sound Venture International Inc., to launch the international sales initiative of "The Toy Castle" at MIPCOM Jr./MIPCOM 2000 in Cannes at the end of September.

"This is a natural evolution in the growth of Sound Venture", says Mr. Bregman, whose 20 year-old company is one of Canada's successful independent television production companies. "With its classical themes and delightful use of narration, music, dance and mime, 'The Toy Castle' is a perfect series to use as a springboard to the world."

Sound Venture International is pleased to announce the hiring of Tony Devlin as Distribution Executive. Mr. Devlin comes with a strong background in production and promotion including credits on major Canadian and American TV series and films.

Bregman is also pleased to announce that Telefilm Canada has awarded Sound Venture and Pixelera.com Inc. a development advance to create an interactive website which will be launched at MIPCOM Jr. on September 29th. <http://www.thetoycastle.com> will provide an exciting website for young children and their parents to visit their favourite characters, play games, create their own colouring books, and discover more of the magic of "The Toy Castle".

"The Toy Castle" is produced by Sound Venture Productions in association with YTV Canada Inc./Treehouse TV, Saskatchewan Communication Network, TFO (TVOntario) with the participation of the Canadian Television Fund (License Fee Program) and the support of the Shaw Television Broadcast Fund, Shaw Children's Programming Initiative, Rogers Cable Broadcast Fund and Rogers Telefund. Katherine Jeans is Producer and Director of the series.

"The Toy Castle" is currently broadcast on Treehouse Saturday at 7:00AM, 11:30AM, 4:00PM, 8:30PM, and 1:00AM, Sundays at 7:30AM, 12:00PM, 4:30PM, 9:00PM, and 1:30AM and Mondays at 8:30PM. The French language version, "Le Château magique" will be broadcast on TFO (TVOntario) every day at 9:00AM and 4:30PM commencing 25th.

Sound Venture Productions is an Ottawa-based, independent television production company. For a complete program catalogue, visit our website at <http://www.soundventure.com>.

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