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Animus Entertainment and Screentime Ltd. X-OUT JUNKFOOD in New Zealand

December 5, 2006, Miami, FL — US-based Animus Entertainment has had its new kid's game show, X-OUT JUNKFOOD, optioned in New Zealand. Screentime Ltd. has signed an exclusive deal with Animus, gaining rights to re-version the format with Animus assisting in the creative development process of the format for that territory. Production on the half-hour series is scheduled to start later in the year and Animus will get "created by" onscreen credit.

On X-OUT JUNKFOOD, kid contestants answer questions about food and nutrition, compete in preparing healthy foods and try to beat the clock with challenges like navigating an uphill, greasy trail while wearing a 40-pound fat suit and jumping into a vat of gelatinous goo to search for health snacks submerged there.

"We are very excited to be working on this new series with Animus," says Philly Iles, Executive Producer, Screentime Ltd. "There is a big drive in New Zealand to find ways to promote messages of healthy eating to Kiwi kids, and this series does it in an entertaining, fun way that includes all the elements of great kids' TV."

Screentime Ltd. is one of New Zealand's leading actuality production companies, and part of the international Screentime Group which has produced such top-rated shows as *Middlemore*, *Single Girls*, *Police Ten 7*, *Eat Yourself Whole* and *Street Kids*.

"We're also excited about X-OUT JUNKFOOD," says Damaris Valero, founder and CEO of Animus Entertainment Group. "Obesity among kids is a worldwide issue. We feel it's our responsibility to create content that brings children everywhere back to a healthier way of life and we're delighted to be working with Screentime on this."

Animus Entertainment Group is one of the fastest growing independent producers and creators for television and branded entertainment programming. According to Valero, the company sees itself as a media architect. "In that role, we connect ideas to multi-media platforms such as Broadcast and Cable Networks, Internet, Mobile Phone technologies, Home Video, etc., refining them all the way from concept through execution," says Valero. "We team up with production partners in the U.S. and abroad for the highest quality end product."

Animus Entertainment Group's clients and production partners have included Warner Music Group, Lime TV, Discovery Channel, Style Network, Sprint, Nissan, Telemundo and Hearst Communications. Animus creates, produces and co-produces programming in the areas of Reality Series, Health, Food & Nutrition, Children & Youth, Sports & Men's Interests, Women's Interests, Relationships and Ecology & Environment.

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