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[Go to market news section](#)



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BKN International AG
20 July 2007

Press Release

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BKN Home Entertainment Ltd

("BKN" or "the Company")

BKN announces fall DVD release schedule in the UK and North America and new Sales Director

BKN, a media and entertainment company specialising in the children's market, announced today its release schedule for fall 2007 in the key markets the UK and North America and the hiring of an additional senior staff member to support the launches, announced Matthew Graham-Clare, BKN's Managing Director: The Company will handle all sales and marketing in the UK and Ireland directly and has appointed Genius Products ("Genius") in the US and Morningstar ("Morningstar") in Canada to handle all physical DVD activities while naming Digital Music Group ("DMGI") in the US to handle all digital downloads on personal computers, portable devices and mobile phones.

The DVD release schedule is as follows:

UK -

- Sept 3 - Triple disc set of Robin Hood - Quest for the King, The Prince and The Pauper - Double Trouble and The Three Musketeers - Saving the Crown with a suggested retail price of £9.99
- October 1 - Zorro: Return to the Future + special promotional bonus disc and free download with a suggested retail price of £9.99
- October 1 - Kong - The Animated Series 3 Disc Box set including Kong - Return To the Jungle film + Kong - The Animated Series episodes 1-20 (UK only) with a suggested retail price of £12.99
- October 1 - Kong - The Animated Series episodes 1-5 (Ireland only) with a suggested retail price of €4.99
- October 1 - Kong - The Animated Series episodes 6-10 (Ireland only) with a suggested retail price of €4.99
- November 5 - Triple disk set of Jungle Book - Rikki Tikki Tavi to the Rescue, A Christmas Carol - Scrooge's Ghostly Tales and Alice in Wonderland - What's the Matter with Hatter? with a suggested retail price of £9.99
- November 19 - Triple disc Christmas box set of Nick & Noel, Dot & Spot and Christopher & Holly - The Bears that Saved Christmas with a suggested retail price of £5.99
- December 26- Box set of Pocket Dragon Adventures: The Entire First Season (26 episodes) with a suggested retail of £5.99.

United States -

- July 31 - The Prince and The Pauper - Double Trouble with a suggested retail price of \$14.95
- October 30 - Magical Winter Tales, which includes three holiday favourites on one DVD: Nick & Noel, Dot & Spot and Christopher & Holly - The Bears that Saved Christmas with a suggested retail price of \$9.95
- October 30 - Magical Winter Tales and A Christmas Carol 2-pack with a suggested retail price of \$14.95
- November 6 - Once Upon A Time: A Storybook Collection 3-Disc set of The Prince and The Pauper - Double Trouble, Alice in Wonderland - What's the Matter with Hatter? and The Three Musketeers - Saving the Crown with a suggested retail price of \$19.95
- November 13 - Zorro: Return to the Future + free download with a suggested retail price of \$14.95
- December 4 - Highlander - The Animated Series: The Complete First Season with a suggested retail of \$19.95

Canada -

- July 31 - The Prince and The Pauper - Double Trouble with a suggested retail price of \$16.98
- August 7 - Legend of the Dragon Volume 2 with a suggested retail price of \$16.98
- August 28 - Kong, The Animated Series Volume 1 with a suggested retail price of \$16.98
- October 2 - Legend of the Dragon Volume 3 with a suggested retail price of \$16.98
- October 30 - Kong, The Animated Series Volume 2 with a suggested retail price of \$16.98
- November 6 - A Christmas Carol Special Collectable Snow Pack featuring glitter snow globe packaging with a suggested retail price of \$16.98
- November 13 - Zorro: Return to the Future + free download with a suggested retail price of \$16.98
- December 26 - Legend of the Dragon Volume 4 for \$16.98
- December 26 Legend of the Dragon 4-Disc Gift Set with a suggested retail of \$39.98
- December 26 Kong, The Animated Series Volume 3 with a suggested retail price of \$16.98.

The exciting promotion for Zorro consists of a customer purchasing or downloading the DVD of the film, Zorro: Return to the Future, and getting a special code whereby he or she can download a special promotional episode online for free at www.bknstore.com. This promotion will be supported with TV advertising at launch on major network for kids in applicable territories; including GMTV & CITV in the UK and Family Channel in Canada.

To support the UK's greater sales effort, BKN has appointed Adrian Ball as Sales Director based in London. Mr. Ball joins BKN from Prism Leisure, and prior to this held senior sales positions at Warner Vision International and PolyGram Video.

"We are anticipating a full line-up of great children's films and TV series this fall", states Graham-Clare. "Genius, Morningstar and DMGI will undoubtedly do a great job marketing these titles and Adrian's team in London will do likewise directly with wholesalers and retailers. All products will be available at www.bknstore.com."

-Ends-

Enquiries:

BKN Home Entertainment LTD is the wholly-owned DVD distribution label of BKN International AG, the media and entertainment company specializing in children's entertainment listed in both Frankfurt and London.

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Notes to editors:

About BKN:

BKN International AG is a global animation company engaged in the distribution and marketing of animated children's television programmes and the marketing of related consumer products (licensing and merchandising) in all forms. BKN has worked on numerous successful animation projects.

The Company is currently listed on the Deutsche Bourse and AIM and it operates all over the world. BKN has successfully negotiated distribution deals in over 95 countries and territories in the children's programming market.

The Company's Film Library includes:

- Legend of the Dragon
- Robin Hood
- Kong - The Animated Series
- Zorro: Generation Z
- Kong - King of Atlantis
- Roswell Conspiracies
- Kong - Return to the Jungle
- Dork Hunters from Outer Space
- A Christmas Carol
- Jungle Book

About Genius Products:

Genius Products, Inc. (OTCBB:GNPI - News), along with The Weinstein Company Holdings LLC, together owns Genius Products, LLC, a leading independent home-entertainment distribution company that produces, licenses and distributes a valuable library of motion pictures, television programming, family, lifestyle and trend entertainment on DVD and other emerging platforms through its expansive network of retailers throughout the U.S. Genius handles the distribution, marketing and sales for such brands as Asia Extreme™, Discovery Kids™, Dragon Dynasty™, Dimension Films™, ESPN(R), IFC(R), RHI Entertainment™, Sesame Workshop(R), The Weinstein Company(R) and WWE(R). Genius Products, Inc. is the managing member of Genius Products, LLC, in which it holds a 30% equity interest.

About DMGI:

Founded in 2005, Digital Music Group Inc. (Nasdaq: DMGI) is a content owner and global leader in the digital distribution of independently owned music, TV, film

and video catalogs. DMGI acquires the digital rights to media catalogs and digitally encodes them into multiple formats for distribution to online music, mobile, and video stores. Our retailers include: the iTunes Music Store, Google Video, RealNetworks, Napster, Wal-Mart Music, Yahoo! Music, InfoSpace, Moderati, Zingy, 9Squared, and many others. For more information, please visit www.dmgi.com.

About Morningstar:

Since inception in 1992, Morningstar Entertainment has pioneered retail and consumer acceptance for any and all styles of programming. With non-conventional, out-of-the-box marketing strategies, Morningstar's success extends to promoting television, film and niche market properties, with over 1,000 DVD titles in their current library. Morningstar currently distributes to all mass merchant and specialty retail outlets in Canada through direct relationships and distribution. For more information please visit www.morningstarent.com.

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