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<b>Company</b>	<a href="#">BKN International AG</a>
<b>TIDM</b>	BKN
<b>Headline</b>	BKN launches animation studio
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BKN International AG  
25 July 2007

Press Release

25 July 2007

BKN New Media Ltd  
("BKN" or the "Company")

BKN announces launch of new all digital, high definition  
animation studio facility

Stone Age is the first announced project for 2008 delivery

BKN, a media and entertainment company specialising in the children's market, announced today that is creating a new facility capable of producing high quality animation in digital high definition. The operation will consist of a fixed capital investment in high quality hardware and software to produce two 26-part series annually. The creative and production staff will undertake extensive training in the adaptation of technology compared to the traditional style of hand-drawn animation.

The Company believes that the market is rapidly moving away from analogue or standard definition to digital and high definition for news, sports and films and that the animation market will need to follow in a meaningful way in the next 12-24 months.

BKN intends to become a leader in providing terrestrial, cable, broadband and satellite broadcasters and DVD distributors with high definition series or films beginning in late 2008. High definition product will also allow BKN to expand more rapidly on the internet via digital downloads.

"The market is moving quickly" states Allen Bohbot, BKN CEO, "and several of our competitors have either chosen not to invest in this state of the art technology or are financially not able to. BKN is willing and able and will take an aggressive role in this area."

Stone Age, a new comedy based project consisting of 26 half hour episodes plus an 80 minute film, will be the first project in the new style. The project, created by Rick Ungar for BKN, is due to be delivered in late 2008.

In commenting on the new series, Ungar stated, "We are taking kids from today's world, along with their modern day interests, high tech accessories and love for music, and interpreting them as kids living during the Stone Age. I can tell you that when your IPOD is a rock containing a bird with a very good memory; your electric guitar is plugged into an amplifier that is actually a Platypus with a very big mouth; and wearing 'Crocs' takes on an entirely new meaning, it starts to get pretty funny."

-Ends-

Enquiries:

BKN New Media LTD is the wholly-owned, UK based, production and 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
- Kong - The Animated Series
- Kong - King of Atlantis
- Kong - Return to the Jungle
- A Christmas Carol
- Robin Hood
- Zorro: Generation Z
- Roswell Conspiracies
- Dork Hunters from Outer Space
- Jungle Book

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