

Skyship Entertainment Signs Distribution Deal with China's UYoung Culture and Media Co.

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TORONTO, CANADA: Toronto-based Skyship Entertainment™ and leading Chinese children's entertainment company UYoung Culture and Media have signed a distribution and merchandising pact for Skyship's Super Simple™ branded preschool library.

In addition to the award-winning Super Simple Songs® series, the pact includes a number of titles from Skyship's growing catalogue of preschool properties, including The Bumble Nums, Carl's Car Wash, Mr. Monkey, Monkey Mechanic, and Sing Along With Tobee.

Morghan Fortier, CEO of Skyship Entertainment comments, "we're eager to share our content with children and families around the world, so finding the right partner in China has been a priority for us. We are very excited to work with UYoung because they offer an unparalleled passion and focus on high-quality preschool content."

UYoung Media is at the forefront of China's accelerating drive for world-class animated content. Founded in 2000, UYoung focuses its operations on creating and licensing content for the family market. Headquartered in Beijing, they are working to develop, produce and distribute high-quality animated content and to create brand management strategies that enhance the value of their properties.

Clara Yang, VP International Business of UYoung said, "we recognize there's high demand for English content for young children in China, so we have been seeking high-quality content to fill the need. We were excited to find that Skyship's approach and strategy of using nursery rhymes and songs to learn English would perfectly fill that need. As new partners, we are dedicated to establishing Super Simple as a leading preschool education brand introducing children to English in China."

[Skyship Entertainment](#)™ is the creator of the beloved children's brand, [Super Simple](#)™. Their award-winning [Super Simple Songs](#)® combines delightful animation and puppetry with original and classic kids' songs to help make learning simple and fun. With over 10 billion views and 10 million subscribers on YouTube, their songs and videos are favorites with parents, teachers, and kids around the globe.

UYoung Culture & Media Co., Ltd is China's leading children and family entertainment company. Focused in the market for kids under 10, UYoung develops, produces, distributes and licenses content for the global market. With our expertise and vast networking, UYoung has built

the largest library of international kids' TV animations in China. Our unique 360-degree business model and approach to managing IPs in China in terms media distribution, brand management and licensing and merchandising exploitation has allowed us to become a one-stop shop solution for our partners.

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