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## **PRESS RELEASE**

# **THE LICENSING MACHINE (PANINI GROUP) & RAI GULP HAVE SIGNED AN AGREEMENT IN ITALY FOR DELTORA QUEST**

Modena – January 2010. Following the worldwide success of the Deltora Quest books stories, published by SCHOLASTIC INC., The Licensing Machine, a division of the Panini group, and DCI Los Angeles (DCI-LA), the US-based production division of Dentsu Inc., announce the Italian TV series launch on RAI GULP channel (RAI SAT- Free digital terrestrial).

Deltora Quest is based on the successful fantasy series books, written by Emily Rodda, the Australian writer who is internationally known for her children's books, with a rank of over 10 Million copies, published in 32 countries and translated into 25 languages.

The TV series makes its debut in Europe with RAI GULP in Italy starting March 2010 and is expected to replicate the great success achieved in Japan.

Deltora is a land of magic, monsters and danger. The evil Shadow Lord has taken over the Kingdom and only three people can save it. Lief, Jasmine and Barda have nothing in common and everything to lose. They must embark on a perilous quest to recapture the seven lost gems of the magic Belt of Deltora. Only when the Belt is complete once more can the evil Shadow lord be overthrown and the people of Deltora be free from tyranny..

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### **The Licensing Machine:**

A division of Panini UK Ltd. representing TV, home video, promotional and merchandise rights.

### **About Panini S.p.A.**

The Panini Group, established almost 50 years ago in Modena, Italy with subsidiaries throughout Europe and Latin America, is the world leader in the published collectable sector and the leading multi-national publisher of comics, children's magazines and manga in Europe and Latin America. The company has distribution channels in more than 100 countries and employs and staff of over 700. Panini S.p.A., viale Emilio Po 380, 41126 Modena. E-mail: [info@paninigroup.com](mailto:info@paninigroup.com) – [www.paninigroup.com](http://www.paninigroup.com)

### **About DCI Los Angeles:**

Headquartered in Santa Monica, CA, DCI Los Angeles (DCI-LA) was formed in 2008 to develop and co-produce animation content for broadcasters and media businesses worldwide. DCI-LA is a division of Dentsu America, the lead agency in North America of Dentsu, the world's largest advertising agency brand and a leading producer in Japanese animation.

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