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Cinerio Entertainment and GWEV Publishing Unveil Animated Children's Picture Books on Interactive DVD

Cinerio Licenses Popular SERA BOOKS® Collection from GWEV Publishing for Animated Picture Books™

OTTAWA, Ontario, Canada – December 8, 2004 – Cinerio Entertainment Inc., an animation company and GWEV Publishing Inc., a children's book publishing company, today announced the availability of animated children's picture books on interactive DVD.

The first three Cinerio Animated Picture Books™ being released are *Fergus, Prince of Frogs*, *The Very Last Ladybug War* and best seller *Simon With Two Left Feet*, all written by Winnipeg author Angela K. Narth. Content for the interactive DVDs is based on the popular Canadian SERA BOOKS® collection and is being used by Cinerio under a royalty-based license agreement with GWEV Publishing.

Cinerio's Animated Picture Books™ combine the art of storytelling with moving illustrations, animation and original music. Children can now enjoy both "movie" as well as unique "read-along" versions of popular picture books, stimulating kids' interest in reading! Lively character narrations are performed by Ottawa's acclaimed Joel Haslam, co-host and co-producer of the award-winning, weekly television series, "Regional Contact" on CJOH TV and by radio personality Stephanie Egan, Morning Co-Host of The Bear's Breakfast Ottawa's Best Rock Mix, 106.9, The Bear.

"It was a thrill narrating *Fergus* and *Simon*," said Joel Haslam of Regional Contact. "One of my great loves is reading story books to my own children. I have three kids – an eleven-year old daughter and nine-year old twins. They are elated that their 42 year old dad has a secret life as a frog prince and a young Canada goose!"

"I've been in radio for 12 years starting as a news anchor and reporter but always dreamed of providing voices for animation," said Stephanie Egan of The Bear. "*The Very Last Ladybug War* is my first animation project but definitely not my last. It's fun to be a part of bringing such a great story to life and getting kids excited about reading."

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"We are delighted to have licensed our SERA BOOKS® to Cinerio for use within their entertaining animated picture books," said Heidi Vincent, Director of Marketing and Business Development for GWEV Publishing. "The movie versions charmingly depict our children's stories and illustrations! A fascinating read-along version is also included within each interactive DVD, encouraging kids to want to read and making learning fun as they see our characters come to life. We believe these DVDs represent a significant milestone in the growth of our publishing program. Cinerio is a leading animation production house and we are pleased with the promising collaboration between our companies, as we continue to inspire children with some of the best Canadian talent in kids' literature."

"We believe the market for books on interactive DVD represents a new frontier for kids' literature and we are committed to capitalizing on our expertise in animation with the introduction of our unique line of Animated Picture Books™," said Barry Sullivan, President and Chief Executive Officer for Cinerio Entertainment. "We are very pleased to be partnering with GWEV Publishing and to have gained a license to use their SERA BOOKS®. These amazing children's fables with loveable characters and imaginative illustrations are popular with kids of all ages, making them excellent content for animation."

Cinerio has taken a significant leap forward in the translation of children's picture books to the television screen or computer monitor. Making use of techniques and software designed for full animation production, Cinerio creates "picturemation". Illustrations as they appear in the original books are manipulated with cutting edge graphics software and enhanced with actual full-blown animation. When combined with engaging narration, voice characterization, sound effects and original music, the children's picture book is transformed into a compelling presentation.

The DVD format has also allowed Cinerio to create a unique "read-along" version of each animated picture book. In an effort to stimulate an interest in reading, young viewers are able to read along with the narration or actually turn off the narration and read each page while accompanied by music and sound effects. Both "movie" versions and "read-along" versions of each story are included on every DVD.

NOTE TO EDITORS: Review copies of Interactive DVDs are available upon request directly from GWEV Publishing Inc. or Cinerio Entertainment Inc.

About GWEV Publishing Inc.

GWEV Publishing Inc. is an Ottawa-based children's book publishing company producing kid's books that reach out and touch the hearts of children and adults in meaningful ways. The Publisher is well known for its timeless SERA BOOKS® collection. All of the Company's stories inspire children with a range of themes such as following dreams, caring for others, believing in oneself, cherishing nature and, living life to its fullest! Kids of all ages love GWEV books... from 1 to 101 years! For more information about GWEV Publishing please visit www.gwevpublishing.com

About Cinerio Entertainment Inc.

Cinerio Entertainment Inc. headquartered in Ottawa, is a Canadian entertainment company developing traditional 2-D animation, computer generated 3-D animation and video services and interactive content for international broadcast markets. Cinerio also provides interactive services including production and consulting and, through the research and development of custom solutions and technologies the Company has created proprietary software including Socket, Retriever 2.0 and Bloodhound 1.0. For more information please visit the Company's web site at www.cinerio.com