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A Time Warner Company

Cartoon Network Arabic free-to-air goes live on October 10th

Turner promises children ultimate fun in Arabic 24/7 for the very first time

Dubai, United Arab Emirates, October 7th, 2010 - Turner Broadcasting System Europe Limited (TBS), a Time Warner company, will launch its free-to-air Cartoon Network in Arabic on Sunday, 10 October 2010. The channel, broadcasting completely in Arabic across the MENA region, will feature over 500 episodes of the kids' most popular shows including: Ben 10, Powerpuff Girls, Dexter's Laboratory, Samurai Jack, Ben and Izzy and Fosters Home for Imaginary Friends, in addition to the Middle East's popular 3D animation series, FREEJ.

In celebration of the official inauguration, a ceremony was held at Dubai Media City on Wednesday October 6th where a number of TBS regional officials and celebrities attended the event. The launch coincides with the opening of Turner Broadcasting System's offices in Dubai Media City, the region's leading media hub and a member of TECOM Investments.

With a reach of a potential 35 million homes in the MENA region, the new channel will be launched to target the growing audience base who are dedicated followers of Cartoon Network through airing locally produced shows, blockbuster movies and original productions.

In commemorating this announcement, Alan Musa, Vice President and General Manager, Middle East, Africa & Pan Region said: "Cartoon Network Arabic reflects TBS's ambition and belief in local talent. Our initiative has come to life through investing in different strategic partnerships with companies such as "Lammtara" and "Rubicon". Both partnerships will result in generating new ideas and content in addition to distributing them outside the MENA region."

Under the deal with Lammtara, the studio and creator of FREEJ, Turner will license and distribute FREEJ episodes and merchandise, and produce a local version of its original production, Skatoony, which will feature FREEJ characters, a first for the global animated channel. Rubicon Group, the creator of "Tareq wa Shireen" and "Ben and Izzy" will be working with Turner to air these series on Cartoon Network.

"We are thrilled to work with prestigious names such as Turner Broadcasting System and Cartoon Network. Their efforts and determination to create localized high quality content is admired and will be recognized amongst the industry. We are confident that our relationship with TBS will create new and innovative opportunities in the future." Mohammed Saeed Harib, Creator and Director of FREEJ

Randa Ayoubi, CEO of Rubicon Group Holding: "Through our long standing relationship with Turner Broadcasting, Ben and Izzy has grown incredibly popular on an international stage. Which is why we are delighted that it now has a permanent home in the Middle East too. There is huge market for Arabic content and Cartoon Network Arabia has provided the perfect platform to tell our stories."

Mohammad Abdullah, Managing Director of TECOM Investments' Media Cluster, said: "We welcome Turner Broadcasting Systems to TECOM Media Cluster with the launch of its free-to-air Cartoon Network Channel in Arabic. This is particularly noteworthy as Turner will focus on original content creation for the channel in collaboration with regional companies. There is a huge



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demand for locally produced content and we believe this initiative will add definite value to the Arab media industry.

“The launch of Cartoon Network Arabic from Dubai Media City underlines the world-class infrastructure and support services provided by the TECOM Media Cluster that consists of Dubai Media City, Dubai Studio City and International Media Production Zone. It also highlights Turner Broadcasting’s keenness to operate from Dubai and consolidate its ties with the Middle East’s broadcast and production market.”

TBS’s efforts in publicizing and marketing Cartoon Network Arabic have manifested itself through various communication channels such as Print, broadcast and online. In addition to traditional media, community campaigns are being carried out throughout the region focusing on schools and mall visits to raise awareness among the targeted audience and educate them about the new channel and programs it will air.

Moreover, a website dedicated to the new channel will launch on the 10th of October 2010, to provide detailed and up-to-date information about the channel and its shows.

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About Cartoon Network

Cartoon Network is the home to some of the funniest and most exciting cartoons. It delivers the best range of kid’s entertainment with hit shows including Ben 10, Chowder, Foster’s Home for Imaginary Friends, My Gym Partner is a Monkey, Codename: Kids Next Door, Ed Edd n Eddy and Robotboy. Cartoon Network in the Central Eastern European region can also be experienced through its website www.cartoonnetworkhq.net

Cartoon Network available in 22 languages, across 27 separate feeds, in 166 countries, in 248 million homes worldwide. Cartoon Network is operated by Turner Broadcasting System, Inc., a Time Warner Company.

About Turner Broadcasting

Turner Broadcasting delivers some of the world’s most successful and well-known news and entertainment brands – CNN, Cartoon Network, CN Too, Boomerang, Cartoonito, TCM (Turner Classic Movies), and Adult Swim. The company now broadcasts 21 entertainment channels in 17 languages across approximately 100 countries in Europe, Africa and the Middle East. With a rich history of innovation, Turner Broadcasting is continuing to push the boundaries of media being at the forefront of development with its brands via the web, VOD, DVD, gaming, mobile, merchandising, publishing and emerging platforms.

About Time Warner

Time Warner Inc., a global leader in media and entertainment with businesses in television networks, filmed entertainment and publishing, uses its industry-leading operating scale and brands to create, package and deliver high-quality content worldwide through multiple distribution outlets.



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