



**BLUEPRINT ENTERTAINMENT PARTNERS WITH
THE MAD SCIENCE GROUP
TO BRING THE WORLD'S MOST POWERFUL
KIDS SCIENCE BRAND TO TELEVISION**

Los Angeles, Toronto, Vancouver – November 13, 2007 - **BLUEPRINT ENTERTAINMENT's** animation and children's division, **BLUEPRINT KIDS** announced today, the signing of an exclusive development deal with **THE MAD SCIENCE GROUP**, the world's most established and recognized fun science provider, to develop a television show and related consumer products and promotions, as part of its continued strategy to establish **BLUEPRINT KIDS** as a leading, global brand for animation and children's programming.

MAD SCIENCE is the world's leading science enrichment provider, delivering fun, exciting and educational science experiences for children that instill a clear understanding of what science is really about and how it affects their world. The company's operations include an international franchise system, large-scale touring shows, and strategic growth of the Mad Science brand through innovative ventures and corporate partnerships. Recent strategic partnerships include an after-school program developed in conjunction with NASA, and a permanent theatrical show installation at the Kennedy Space Center. Now, the essence of the **MAD SCIENCE** brand will be captured in a television series that will target boys and girls aged 6 to 9 years old.

"We're thrilled to be in partnership with the amazing team at **MAD SCIENCE** and to help extend this exciting and innovative brand to television and various media platforms. **MAD SCIENCE** is a proven global franchise dedicated to empowering young minds with scientific knowledge and the ability to reason in a fun and interactive environment promoting that science and learning are cool," commented Frank Saperstein, Senior Vice President, Animation and Children's Programming, **BLUEPRINT ENTERTAINMENT**. "We are excited to develop the brand in new directions to expand this experience to include children around the globe through television, broadband and other platforms."

"Our partnership with **BLUEPRINT KIDS** will bring yet another aspect of the **MAD SCIENCE** experience to life and will result in an innovative television series that will inspire kids around the world and spark their imagination," explained Ariel Shlien, CEO of **THE MAD SCIENCE GROUP**. "The

team at **BLUEPRINT ENTERTAINMENT** have been extremely creative and we are absolutely thrilled to be furthering our relationship with one of Canada's best TV production companies," said Shlien. "BLUEPRINT's proven success and unparalleled reputation in the industry is a perfect match for our fast-growing brand."

Executive producers are John Morayniss and Frank Saperstein for **BLUEPRINT** and Ariel & Ron Shlien for **THE MAD SCIENCE GROUP**. **BLUEPRINT** will handle worldwide sales through its distribution company **OASIS INTERNATIONAL**. **THE MAD SCIENCE GROUP** will manage ancillary products and licensing.

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ABOUT BLUEPRINT ENTERTAINMENT

BLUEPRINT ENTERTAINMENT is a leading television production company involved in the development, production, financing, packaging and exploitation of dynamic and innovative programming for the worldwide marketplace. Established in January of 2002, by its two principals, John Morayniss and Noreen Halpern, **BLUEPRINT ENTERTAINMENT** is a Canadian company with offices in Los Angeles, Vancouver and Toronto.

BLUEPRINT ENTERTAINMENT has an extensive development and production slate that encompasses a number of ½-hour and 1-hour prime-time and children's series, movies, and miniseries targeted at a mix of broadcast and cable/satellite networks based in the US, Canada and the international marketplace. Recent productions include *Whistler*, *Til Death Do Us Part (aka Love You To Death)*, *The Best Years*, *Kenny Vs Spenny*, *Exes and Oh's*, *Iggy Arbuckle*, *Shoebox Zoo*, *Noah's Arc*, *Intimate Strangers*, *Cradle of Lies*, *Crazy for Christmas*, *Playing House*, *Absolution*, *The Road to Christmas*, *Gospel of Deceit*, *Man in the Mirror: The Michael Jackson Story* and *Chasing Freedom*. www.blueprint-corp.com

ABOUT THE MAD SCIENCE GROUP

Mad Science® is the world's leading science enrichment provider sparking the imagination and curiosity of children in grades K-6 with live performances conducted in schools, camps, homes and theme parks. The Mad Science Group has developed over 2,000 hours of original content with thousands of unique interactive activities. The company delivers its brand of fun science through an extensive network of 200+ franchised locations in 29 countries, and through its own award-winning large-venue touring production unit. This year, the company will conduct 250,000 live presentations in 13,000 public and private schools in North America, reaching over 7 million families. For more information, visit www.madscience.org.