

GOA GENEVA TRADING

GOA GENEVA TRADING WINS WWE RIGHTS FOR GERMAN-SPEAKING TERRITORIES

Company targets creative content acquisitions at MIPTV

Munich 07 April 2005. Goa Geneva Trading, a specialist trader, agent and developer of lifestyle-centric animation and entertainment content., has been selected exclusive agent for WWE (World Wrestling Entertainment) for German-speaking Europe. Accordingly, Goa Geneva Trading will represent all free-to-air TV rights of the popular entertainment brand.

This deal highlights Goa Geneva Trading's objective to provide a specialist distribution service for intellectual property owners looking to expand their programming brands into new markets. The company is looking to acquire new entertainment content at MIPTV and is targeting genres including action drama, animation, particularly from Asian markets, and sports entertainment programming.

Rainer Tschierschwitz, CEO of Goa Geneva Trading said: "We are delighted to work with WWE to bring its programming to new audiences. This deal underscores our aim of offering a flexible content management service for IP owners across multimedia platforms. We look forward to forging new relationships at MIPTV."

About WWE (World Wrestling Entertainment)

WWE is one of the most popular forms of global sports entertainment and its top sportsmen including The Rock and Triple H are international recognized stars. WWE's flagship programming brands "Smackdown" and "RAW" are syndicated in 45 of the top 50 US markets and seen in over 100 territories worldwide including the UK, Italy, France, Australia and Japan.

About Goa Geneva Trading GmbH & KG

Munich-based Goa Geneva Trading, founded and led by Rainer Tschierschwitz, is a specialist trader, agent and developer of lifestyle-centric animation and entertainment content. Goa Geneva Trading is technology and device independent and is active in all major international media markets.

The company is structured along three distinct business lines: trading and agency, which manages the conventional sales and acquisitions of media content alongside the WWE rights; proprietary products, which is centred around lifestyle character *IRMA* with its contents having been licensed to leading publishing houses and consumer goods companies in Japan and Europe for more than five years; and co-developed products,

which partners with third party media companies across the world to produce lifestyle-centric animation and entertainment content operating across multimedia platforms.

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