



For immediate release



With the launch of *The Mysteries of Alfred Hedgehog* interactive game, kids can become detectives too!

Montreal, Vincennes, March 23, 2010 – The first online quest of *The Mysteries of Alfred Hedgehog*, designed for 6-9 year olds, is now online in the youth section of www.radio-canada.ca/jeunesse/petits/ and on France Televisions' website www.mon-ludo.fr/heros/les-mysteres-d-alfred. Muse Entertainment (Montreal) and Gaumont-Alphanim (France), the co-producers of this new TV series, have recruited Tribal Nova and ODD1, its affiliated studio, to produce the online game.

On the website, children can explore the superb world of this animated series along with Alfred and his friends in order to solve enigmatic mysteries based on real natural and scientific phenomena. They search for clues, consult with characters and take on challenges all while developing various abilities, such as; interacting with the environment (observing, classifying, organizing), collaborating with characters (listening to different opinions), forming opinions (comparing, combining clues, deducting) and learning more about science and nature.

Four additional quests will be launched in the months to come, as well as an online component that will be playable via the Nintendo Wii. The English version will be online soon on the TVO Kids website: www.tvokids.com. Broadcaster TFO is another partner for the French version.

The co-producers and directors of the online game have chosen the multi-platform route in order to prolong the game experience with a complementary version that's perfectly adapted for the Nintendo Wii online.

The Mysteries of Alfred Hedgehog would not have been possible without the Canada/France partnership between television producers, broadcasters and game creators. It is a wonderful example of an intellectual property launch simultaneously on television, web and on an online gaming platform.

Additional online adventures, that can be purchased for a fee, will also be launched in connection with the distribution strategy set in place by the co-production partners.

The interactive web-game *The Mysteries of Alfred Hedgehog* is produced with the financial contribution of the Bell New Media Fund, the Canada New Media Fund from Telefilm Canada and the licensing contributions of France Television, TVO, TFO and SRC.

About Muse

Muse Entertainment Enterprises, headed by President & CEO Michael Prupas, is a major Canadian independent film and television producer and the country's leading service producer for international studios and networks. Muse Entertainment is known for bringing well-crafted, high-quality, award-winning productions with strong international appeal to big and small screens. Since 1998, Muse has produced, co-produced or provided production services on 150 TV movies and mini-series, television series and feature films. Muse's head office is located in Montreal. Muse has four production operations in Montreal, Toronto, Vancouver and Los Angeles.



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About Gaumont-Alphanim

Founded in February 1997 by Christian Davin, Alphanim (Gaumont Group) produces and distributes audiovisual and cinema programmes. Its catalogue, nearing this year 800 half-hours of quality animation programmes, confirms Alphanim's position as a European leader in the industry. Catalogue highlights are Galactik Football (52x26'), Robotboy (104x13'), Zombie Hotel (26x26'), Cooking? Child's Play! (39x8') and SantApprentice (52x13').

About Tribal Nova Inc.

Tribal Nova specializes in producing and operating children virtual worlds in partnership with broadcasters and publishers such as PBS, CBC, RTL, Bayard, as well as Internet Service Providers and Portals such as AOL and Bell Canada. Tribal Nova also develops many online games featuring children's favorite TV characters such as Caillou, Bob the Builder, The Doodlebops, Totally Spies, Magi-Nation and many others. The company works in partnership with leading television producers such as Decode Entertainment, Cookie Jar Entertainment, Nelvana, or Marathon on both the European and North American markets. For more information on Tribal Nova visit www.tribalnova.com.

About ODD1:

ODD1 is a Montreal-based video game developer fueled by the ever-growing world of casual games and digital distribution. Their talented team is developing Web/Flash, PC/MAC, iPhone and Facebook games for companies like Addicting Games, EA Mobile and PBS in the United States, Gaumont Alphanim, Jaludo Group and Mystic Box in Europe, Tribal Nova, Salambo Productions (Têtes à claques) and Muse Entertainment in Canada. ODD1's experience covers a wide range of casual games for kids, teenagers and adults. More details at www.odd1.net.

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