



**Press Release
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Tribal Nova and the RTL Group launch KidStudio in Belgium

Montréal, December 12th, 2008 – The Canadian company Tribal Nova and the RTL Group, Belgium's premiere audiovisual group, are proud to announce KidStudio's launch in Belgium on ClubRTL.be, as well as directly accessible at www.kidstudio.be.

KidStudio is now available in Belgium through the new site for the RTL Club, the youth and sport television network, in the Kids Club section. This launch, which arrives during the Saint-Nicholas commercial season, is accompanied by a strong marketing campaign including television, Web, and radio, for the 2008 holidays as well as throughout 2009.

The RTL Club wishes to create a social network within KidStudio, operated by Tribal Nova, as the epicentre of their youth offer. Reuniting the best online gaming portals and virtual worlds for children, KidStudio is a community where children can collect games, videos, and comics, exchange cards and play with their friends, and can even create and dress their personal avatar and chat with others in complete security!

For Eric Brassard, Executive Vice President, Marketing of Tribal Nova, *"The fact that the RTL Club possesses the largest audience of children 4 to 14 years old (26%) and the RTL family of stations (42%) for the same age group makes the RTL Club an ideal affiliated partner in terms of programming and positioning to join KidStudio's target group."*

KidStudio joins the movement of totally secure internet services that are ad-free, which guarantees parents peace of mind when their children are on the internet. KidStudio is now distributed in Canada, French Europe, and in the United States through prestigious partners such as WildTangent, Bell Sympatico, and AOL.

KidStudio was developed thanks to the financial support of the Telefilm Canada's New Media Fund.

About Tribal Nova

Tribal Nova develops game and video-on-demand products and services for children aged 3 to 12 years old based on popular television series and cartoon characters. Strong in expertise and creativity, Tribal Nova has developed strategic business partnerships with major players in the media and entertainment world in North America as well as Europe such as: WildTangent, Spil Games, PBS, Bell Sympatico, AOL, etc. For more information, visit www.tribalnova.com.

About the RTL Group

The RTL Group is Europe's premiere audiovisual group. Available in 10 countries in Europe, the group controls 42 television channels and 32 radio stations. It produces 10 000 hours of programming in 55 countries per year. The group attains over 250 million spectators worldwide. For more information, visit <http://www.rtlgroup.com/>.

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