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The Gofrette website wins the Award of Excellence 2008

Montréal, May 30, 2008 - The Gofrette website received the Award of Excellence for non-televised content related to a children's show given by The Alliance for Children and Television during the 2008 French-Language Awards of Excellence Gala.

Directed by Tribal Nova, coproduced by Tribal Nova, Divertissement Subséquence, and Zoe Mae Productions, the Gofrette website invites children 4 to 6 years old to explore Zanimó, Gofrette's village, to discover five popular locations from the series: Gofrette's house, Ellie's house, the beach, the forest, and El Teatro Zanimó. In each of these highly colourful universes, the child meets up with Gofrette or one of his friends to create multimedia works of art and bring life to each screen he visits. Through the different proposed activities, the site develops, among others, a sense of observation, listening capacity, logical capabilities as well as motor skills. The Gofrette site is available in French and English and can be found at: www.gofrette.com.

By granting this prestigious award, The Alliance for Children and Television highlighted "the coherence between the show's universe while allowing an experience that thrives on its own without the support of televised content. For the great adaptability with its intended public, as much for the choice of content, difficulty level, intuitive navigation, audio and visual accompaniment and graphic excellence. This site reaches the standards of excellence in the family of preschool-age-oriented sites and offers a parents' section that is dedicated to the knowledge and competencies that are acquired by the target age-group of the site."

The Gofrette site was developed in collaboration with Frima Studios and produced with the financial support of the Bell Broadcast and New Media Fund, Telefilm's Canada New Media Fund, as well as the support of Radio-Canada and CBC as distributors.

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 : PBS, CBC, Télé-Québec, TF1 Jeunesse, Orange France Telecom, Dupuis, Bayard, AOL, and Bell Sympatico. For more information, visit www.tribalnova.com.

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Press Relations :
Éric Brassard
Tribal Nova Executive Vice-President
(514) 598-0444 extension 225
ebrassard@tribalnova.com