



PUFF™ TV ANNOUNCES VOD DEAL WITH PORCHLIGHT ENTERTAINMENT'S 'JAY JAY THE JET PLANE™'

Tel Aviv, September 3rd, 2007 – PUFF™ TV Ltd., the operator of pre-school interactive channel on VOD platform has signed an exclusive deal with Porchlight Entertainment for its flagship pre-school brand animation series 'Jay Jay The Jet Plane™', to be included in its Puff TV VOD channel offering.

The Video-on-Demand deal covers exclusive license to several European territories as well as to Canada. Puff TV also licensed the rights to develop interactive TV VOD games based on the Jay Jay brand, for babies and toddlers, played with its unique wireless TV keyboard.

The CGI series follows the exciting adventures of a perky and curious six-year-old jet plane, *Jay Jay*, and his airplane friends. They live and play at Tarrytown Airport, a place where imagination takes flight! Each *Jay Jay* episode includes valuable life lessons for young children. They learn important lessons about cooperation, teamwork, responsibility and science and nature.

Jay Jay already airs in broadcast in the US on PBS and on Sprout TV on a daily basis, and has also been licensed in over 50 other countries worldwide.

"Jay Jay the Jet Plane is a significant brand to add to our global distribution efforts and a great addition to our extensive VOD catalog," noted Yuval Kalati, VP Content at Puff TV. "We look forward to offer Jay Jay to our VOD operating partners and strengthen our Puff TV brand. With the Puff platform, children will be able to play and interact with their favorite Jay Jay characters for the first time through the TV".



"Puff TV's interactive VOD system is a creative and innovative way to extend the distribution of the classic *Jay Jay the Jet Plane* brand. It's a perfect fit with the engaging animated characters and story lines of the Jay Jay the Jet Plane animated series," said William Baumann, Executive Producer and Chief Operating Officer of PorchLight Entertainment".

About Puff TV Ltd.

Founded in 2005, Puff TV is the **world's first iVOD (interactive VOD) TV channel for babies and pre-school children** and a leader in its niche. With Puff™, children and their parents can order on-demand TV shows and movies, play games designed especially to develop reading, problem-solving, math and creative abilities, listen to stories, and sing-along karaoke style favorite songs. The Puff™ concept is built by industry experts, children's psychologists and GUI specialists that have vast experience with pre-school children's curriculum and behavior. For more information please visit <http://www.puff-tv.com> Contact: +972.3.613.2501, erez@puff-tv.com

About PorchLight Entertainment

PorchLight Entertainment is a multi-faceted company focused on the production and distribution of high-quality family entertainment and licensing and merchandising representation for children's and family brands and trademarks. Since its formation in 1995 by veteran entertainment executives Bruce D. Johnson and William T. Baumann, PorchLight has built a large and diverse distribution library of nearly 200 movies, over 1,000 episodes of children's programs and a growing non-fiction and music programming library. PorchLight has also produced more than 30 live-action and animated movies and major animated series including the Emmy Award-winning series, *Tutenstein*, for Discovery Kids and Jetix Europe, *Jay Jay the Jet Plane* for PBS, *Four Eyes* for France 3, Nickelodeon Asia, and Nickelodeon Australia, *Adventures from The Book of Virtues* for PBS, and a series of direct-to-videos for Leapfrog, the leading electronic toy company; and is currently co-producing *Animalia* for the BBC, PBS and Nickelodeon and Network Ten in Australia. For more information, visit www.porchlight.com