

TURNER BROADCASTING AND RUBICON GROUP HOLDING
ANNOUNCE STRATEGIC PARTNERSHIP TO DEVELOP, PRODUCE,
BROADCAST AND MERCHANDIZE CHILDREN'S PROPERTIES

**Agreement Includes Broadcast of Rubicon's *Ben & Izzy* and *Tareq wa Shireen*
Animated Series on Cartoon Network,
New Seasons of *Ben & Izzy*, Co-Productions for International Marketplace,
Collaboration on Themed Entertainment Opportunities in MEA
And Development of Co-Branded Digital Edutainment Content**



Mr. Chris Groves, Turner SVP Business Affairs & Managing Director Middle East, and Mrs. Randa Ayoubi, Rubicon CEO, with Mr. Ali Kolaghassi, Rubicon Chairman, overlooking the signing of the agreement

AMMAN, JORDAN – (June 3, 2010) – Rubicon Group Holding and Turner Broadcasting have entered into a strategic partnership covering a wide array of development, production, broadcasting and merchandising initiatives. The partnership was jointly announced by Randa S. Ayoubi, Rubicon Holding Group CEO and Chris Groves, Turner Broadcasting Senior Vice President Business Affairs & Managing Director Middle East. The announcement was made at a signing ceremony in Rubicon's new office building at the King Hussein Business Park in Amman, Jordan.

Headlining the new partnership is an agreement to broadcast Rubicon's new *Ben & Izzy* and *Tareq wa Shireen* animated series on Cartoon Network in the Middle East and North Africa (MENA) beginning in October 2010, and in additional regions including Europe, Asia and North America in the near future. Rubicon and Cartoon Network will collaborate on the development of MENA merchandising programs to coincide with the launch of the two new animated series.

The agreement includes the development and co-production of new episodes of *Ben & Izzy* that are set in Africa. In addition, Rubicon and Turner will explore co-production opportunities to create content based on intellectual properties (IP) in the Cartoon Network and Rubicon libraries, as well as IPs acquired by Rubicon from third parties, for broadcast on regional and international Cartoon Network channels.

Applying its expertise and extensive experience in themed entertainment, Rubicon will collaborate with Cartoon Network to seek out and develop opportunities in the Middle East and Africa (MEA) for all of their children's properties.

“On the heels of the successful launch of *Pink Panther & Pals* on Cartoon Network in the U.S., which we co-produced and co-financed together with Metro-Goldwyn-Mayer Pictures (MGM), we are extremely pleased to be furthering our relationship with Turner Broadcasting and look forward to even greater successes on Cartoon Network throughout the Middle East, Africa and the rest of the world,” said Ayoubi. “We are proud to be partnering with such a celebrated leader in children’s entertainment as we continue to bring creative and innovative new properties to kid audiences around the globe.”

“We are very pleased to be working with Rubicon on this project. It further re-enforces Turner’s ambition and commitment to build upon the business we have established in the Middle East,” said Chris Groves, Senior Vice President Business Affairs & MD Middle East. “Cartoon Network has always focussed on high quality content and our association with Rubicon will deliver more great content to our audiences across the region. “

Ben & Izzy is a 3D animated comedy and adventure series in English and Arabic. The series follows the adventures of two adolescent boys, Ben (an American) and Isam or Izzy (a Jordanian), who are persuaded by the desert genie Yasmine to travel through time and space on a journey to save history and its ancient treasures against the evil Mr. Clutchford Wells and his mute assistant Roxanne.

Tareq Wa Shireen is the first 2D animated series in Arabic with implication toward the Arabic heritage, history, culture and music. Intended for pre-school and junior children, this series provides an early development tool, which suits children between the ages of 3 and 8.

About Rubicon Group Holding

Established in 1994, Rubicon Group Holding is a leading emerging markets production company specialized in digital content production for entertainment and education across various platforms including feature films, television series, short theatricals and webisodes, as well as physical themed locations.

Lead by the Group CEO, Randa S. Ayoubi, and headquartered in Amman (Jordan) with subsidiaries in Los Angeles (USA), Dubai (UAE) and Manila (Philippines), Rubicon is equipped with a full complement of divisions capable of performing the entire production process for high-quality animated programming from concept to finished product. Programs include *Tareq Wa Shireen*, the first 2D animated series in Arabic that incorporates Arabic heritage, history, culture and music; *Ben & Izzy*, an animated comedy adventure series; and *The Life and Adventures of Santa Claus*, a 3D animated movie based on L. Frank Baum’s namesake book.

Rubicon is also a pioneer and leader in e-education and gaming, offering packages designed to meet the best international standards and customized to conform to the official educational curriculum matrices of various countries. The Company is currently producing its first Nintendo Wii game, based on the serious gaming concept in education and intended to teach players Arabic as a second language.

In the brand licensing arena, Rubicon is engaged in the licensing and merchandising of its proprietary intellectual properties (IP) globally, as well as other IPs of major studios including MGM, Paramount, and others in the Gulf, Middle East and North Africa regions.

Rubicon's Themed Entertainment division creates, develops and builds original entertainment attractions for real estate projects in the MENA region based on its proprietary ideas and other major studios' original characters.

About Rubicon Studios, Inc.

Established in 2007, Los Angeles-based Rubicon Studios is the wholly owned development-production division of Rubicon Group Holding. Headed by veteran Executive Producer David J. Corbett, a 30-year kids television industry executive, the division specializes in providing the entire spectrum of concept development and pre and post production services. Rubicon Studios is a complete one stop production facility, comprising everything from scripts and story boarding, to voice over recording, character design and background design, animatics, and 5.1 surround sound editing and mixing capability; for all of Rubicon Group Holding's productions. Specializing in 2D-digital as well as CGI television series, theatricals and internet downloadable content, the studio is a state of the art globally linked digital production facility.

Rubicon Studio's flagship series, *Pink Panther & Pals*, co-produced and co-financed with Metro-Goldwyn-Mayer Pictures, premieres spring 2010 on Cartoon Network in the U.S. and around the world. The company is seeking to apply its co-production strategy to a number of exciting new projects.

About Cartoon Network

Cartoon Network is the home to some of the funniest and most exciting cartoons. It delivers the best range of kid's entertainment with hit shows including Ben 10, Chowder, Foster's Home for Imaginary Friends, My Gym Partner is a Monkey, Codename: Kids Next Door, Ed Edd n Eddy and Robotboy. Cartoon Network in the Central Eastern European region can also be experienced through its website www.cartoonnetworkhq.net

Cartoon Network available in 22 languages, across 27 separate feeds, in 166 countries, in 248 million homes worldwide. Cartoon Network is operated by Turner Broadcasting System, Inc., a Time Warner Company.

About Turner Broadcasting

Turner Broadcasting delivers some of the world's most successful and well-known news and entertainment brands – CNN, Cartoon Network, CN Too, Boomerang, Cartoonito, TCM (Turner Classic Movies), and Adult Swim. The company now broadcasts 21 entertainment channels in 17 languages across approximately 100 countries in Europe, Africa and the Middle East. With a rich history of innovation, Turner Broadcasting is continuing to push the boundaries of media being at the forefront of development with its brands via the web, VOD, DVD, gaming, mobile, merchandising, publishing and emerging platforms.

About Time Warner

Time Warner Inc., a global leader in media and entertainment with businesses in television networks, filmed entertainment and publishing, uses its industry-leading operating scale and brands to create, package and deliver high-quality content worldwide through multiple distribution outlets.

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