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| **NEW TV SERIES FOR PEYO’S SMURFS** |
| New TV Series |
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| **IMPS** and **Dupuis Audiovisuel** have decided to join forces to produce a new Smurfs TV Series. The series is currently in pre-development. Episodes are planned to be 13 minutes long. |
| **Véronique Culliford**, President of IMPS, says: |
| Véronique Culliford |
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| **Léon Perahia**, CEO of Dupuis Audiovisuel, says: |
| Léon Perahia |
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| *Peyo, born Pierre Culliford, created the Smurfs in 1958.*  *IMPS, run by Véronique Culliford, is the official licensor of the little blue-skinned characters. Since 1984 IMPS has worked in close collaboration with its agents worldwide to develop successful licensed merchandising programs, retail- and co-branded promotions, publishing activities, broadcasting deals, theme parks, live shows, video games, online games, Smurf music… that have secured the everlasting success of the Smurfs.*  *Dupuis Audiovisuel, created in 1990, is a trusted name in screen adaptations of famous European comics like Spirou, Little Spirou, Papyrus, Jojo, Cedric, Kid Paddle, Little Furry, Marsupilami, to name a few. Dupuis Audiovisuel is a subsidiary of Media-Participations, a major European entertainment group, with titles such as The Garfield Show, Tintin, Asterix, Lucky Luke, and The Red Turtle. The group has 2 animation studios: Ellipsanime in France and Dreamwall in Belgium.* |