

PRESS RELEASE

LUDORUM ANNOUNCES THE APPOINTMENT OF LICENSING STREET AS ITS US LICENSING CONSULTANTS

LONDON – 5 March 2014 Ludorum Plc, the London-based owners of the hit train-based pre-school show Chuggington, announced today the appointment of Licensing Street, LLC as its US licensing consultants. The appointment follows the resignation of Maureen Taxter, who has served as SVP Consumer Products for Ludorum US.

Rob Lawes, CEO of Ludorum said, "I would like to congratulate Maureen on her outstanding contribution to Ludorum over the last 4 years, having successfully introduced and established the Chuggington brand in the US market. Maureen leaves the company today and we wish her every success in her future endeavors. As a result of Maureen's departure, I am very pleased to announce the appointment of Licensing Street to consult on all our US licensing, retail and marketing activities. We are excited about beginning our new relationship with Licensing Street and are very much looking forward to working with them as we continue to build on all the success that we have achieved to date."

"We are proud to be working with the great team at Ludorum on such an amazing brand as Chuggington. We have always been big fans of the show, but are now excited to be working with their fantastic group of licensees extending the brand into terrific preschool products," said JJ Ahearn, Managing Director, Licensing Street, LLC.

About Chuggington:

Chuggington airs at various times throughout the day and evening. The program has become a global sensation since its debut in September 2008 in the U.K. The show has been licensed to more than 175 territories worldwide and has established ratings records in several key international markets, including the U.K., Germany, France and Australia. The series made its US debut in January 2010.

About Ludorum Plc:

Ludorum is a global IP company dedicated to developing quality entertainment properties for television, interactive and new media. Ludorum is the creator of Chuggington. Ludorum was formed in 2006 and is based in London.

About Licensing Street, LLC:

Founded in 2009, Licensing Street, LLC, is a licensing and consulting firm

headquartered in New York City. Its experience includes work on some of the most successful and beloved entertainment properties of all-time. The firm specializes in strategically developing licensed properties across all retail channels.