

MEDIA RELEASE

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For immediate release to VideoAge. EXCLUSIVE
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HYPER LINKS:

["Los Numeros Son Faciles 1-2-3" iTunes \(song\)](#)

["Los Numeros Son Faciles 1-2-3" YouTube \(video + song\)](#)

[Raggs on Vimeo](#) (multiple episodes)

LAT AM MEDIA, PARTNERS AND FAMILIES EMBRACE SPANISH "RAGGS" TV SERIES

*Emmy Awarding-winning "Raggs" offers 120 Spanish episodes,
merchandising and partnership opportunities for Lat Am Market*

If 2015 is anything like 2014, it's going to be a busy year in Latin America for the five pups who star in the "Raggs" musical preschool TV series. Telemundo and Exitos USA renewed the rockin' educational show and new broadcasters, including FETV Canal-Panama, RTV-Ecuador, Canal Dos-El Salvador, Guest Choice Cable-Dominican Republic and Corporación Televicentro-Honduras added "Raggs" to their premium line-up.

The Raggs brand also landed a major long-term contract with the luxury, all-inclusive Grand Palladium Hotels, based in Ibiza, Spain, for a unique family program called "Play at Palladium with Raggs." Last year's ambitious roll-out of the multi-faceted program included a weekly live theatrical show called "Raggs Pirate Show" featuring the characters and 20 dancers; live events and activities; and character breakfasts at four of the company's largest resorts in Punta Cana, DR; Montego Bay, Jamaica and Riviera Maya and Puerto Vallarta, Mexico.

Multiple distributors, including Segmento Directo, signed-on to offer "Raggs" in digital and mobile media. Grupo Textil, Mexico, licensed Raggs for an exclusive line of resort apparel including T-shirts, swimwear, sun dresses and play clothing for children.

"The "Raggs" dialogue and songs translated beautifully to Spanish," according to "Raggs" music producer and arranger Fred Story, founder of the highly-respected Concentrix Music and Sound Studio in Charlotte, NC. "There's an infectious energy and joy in the music and dialogue that feels uniquely Spanish." The "Raggs" series is based on preschool educational themes and uses innovative modular segments, including live action stories, music videos, cartoons, interviews with real kids and concerts to fully, to fully explore each theme.

Latin American and Spanish language agent Susan Bender of Bender Media Services is in active talks with other media partners and channels. "The continued growth of the 'Raggs' brand across all

categories of business is very impressive and something that gives programmers confidence that the series will resonate with their family audiences for many years to come,” Bender added.

The “Raggs” TV series is the creation of Toni Steedman, an U.S. marketing executive and writer, but the series was produced in several locations around the world and has the hallmarks of a true international production. As executive producer, Steedman partnered with Southern Star International in Sydney, Australia, for principle production. Animations were created in Singapore. Supplemental production with Hispanic children was shot for the show’s music video scenes. The Concentrix team worked with Candiani Dubbing Studios in Mexico City for over a year to complete the extensive music and dialogue for 120 half hour episodes and over 160 original songs. To complete the Spanish series, the bi-lingual team at Accord Productions, Miami, edited the 24-minute Spanish episodes.

“Our team feels very at home with the Spanish culture,” Steedman said, “Spanish family values and love of music, art and dance is also the essence of our ‘Raggs’ characters and stories.” Steedman added that the Company is currently in production on new “Raggs” animations and is focused on Latin American growth in 2015.

For more information, go to Raggs.com, follow Raggs on Facebook/Twitter/Pinterest or visit RaggsTV on YouTube.

About Raggs

“Raggs” is an Emmy Award-winning, live action and animated musical preschool television series originally produced in Sydney, Australia, with additional U.S. production in English and Spanish. “Raggs” expansive library includes 195 finished half hour episodes and 200 original songs in multiple languages. The entertaining and educational series is based on the original characters created by Toni Steedman, a Charlotte, NC, advertising executive, for her then six-year-old daughter Alison. The rock n’ roll story of five canine characters is growing an international brand that includes TV distribution, multi-platform digital distribution, CDs, DVDs, toys, books and touring. With over 4,000 live performances around the world, The Raggs Band’s touring, live show and event experience has expanded to include a new partnership called “Play at Palladium with Raggs” with the Palladium Hotel Group at their resorts in Mexico and the Caribbean. “Raggs” and all rights are owned by Blue Socks Media, Charlotte, NC. For more information, go to www.raggs.com.