

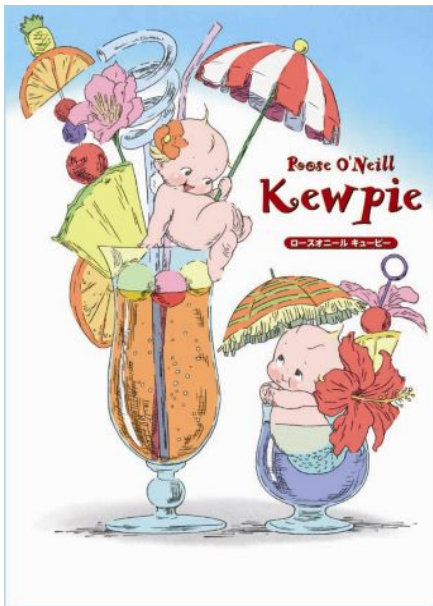
NEWS RELEASE

Dec. 01, 2009

**TMS ENTERTAINMENT Presents:  
“Rose O’Neill Kewpie,” a TV Animation Series**

Begins Dec. 02 (Wed) in Japan at 8am on WOWOW

TMS Entertainment, Ltd. is excited to announce a brand new TV animation series, “Rose O’Neill Kewpie.” Its broadcast will begin at 8am, Dec. 2nd (Wed) on WOWOW.



“Rose O’Neill Kewpie” is a 26-episode, short-story anime, produced to commemorate the 100<sup>th</sup> anniversary of the “Kewpies” since its conception.

This is the world’s first TV anime production of the well-known character, “Kewpie,” first illustrated in 1909 by the immensely talented American artist, Rose O’Neill (1874-1944).

In each and every episode the cute and charming “Kewpies” will deliver heart-warming messages to the viewers, from a fantasy world where people and “Kewpies” co-exist.

The show’s narration, storyline, art style and use of colors are all unique and deserve an attention.

Numerous projects are already under way, including the “Rose O’Neill’s Kewpie Exhibit – Commemorating 100 years,” to be held in Tokyo starting Dec. 10<sup>th</sup>.

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