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IMAGI TO GIVE NEW LIFE TO  
*ASTRO BOY* CG ANIMATION FEATURE FILM

September 12, 2006 - Imagi Animation Studios announces that it has optioned rights from Tezuka Productions Company Limited of Japan to produce a new CG-animated feature-length motion picture based on the renowned anime franchise *Astro Boy* for theatrical release in 2009.

The new *Astro Boy* feature will be based on an original story developed by Imagi's US studio. Physical production will take place at Imagi's state of the art Hong Kong animation studio. Along with its current CG-animation productions *Teenage Mutant Ninja Turtles* and *Gatchaman*, Imagi will continue its technical and creative leadership in bringing comic book heroes to the big screen.

The original *Astro Boy* story follows the adventures of a boy-sized robot named Atom. With the help of his friends, he battles enemies attacking the world and faces personal challenges in adapting to the human world. Created by the godfather of anime Osamu Tezuka, *Astro Boy* first appeared as a manga comic series in 1952. The original 1963 Japanese television series was among the first to embody aesthetics that later became known as anime. After enjoying success abroad, *Astro Boy* was remade in 1980 and again in 2003. In terms of recognition and popularity, *Astro Boy* is considered to be the Asian equivalent of Mickey Mouse.

"I grew up with *Astro Boy* as did so many of us at Imagi," said Francis Kao, Chief Executive Officer and Vice Chairman of Imagi. "We now have an opportunity to bring our *Astro Boy* dreams to life by combining the power of high-end CG imagery and Imagi's creative collaboration with Tezuka."

"Imagi is a world class producer of CG feature animation and has a unique talent for bringing 2D comic characters to life in stunning 3D worlds," said Yoshihiro Shimizu, General Manager of Tezuka. "We are delighted to be working with them on *Astro Boy*."

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Contact:      Howard Ho  
                    818-986-3988  
                    howardho@imagius.com

## **About Imagi International Holdings Limited**

Founded in 1983, Imagi International Holdings Limited is a company listed on the Main Board of the Hong Kong Stock Exchange (Stock Code: 585) and is engaged in the production of feature-length animated motion pictures and TV series using cutting-edge computer graphics ("CG") technologies.

Imagi began producing animation with its well-received 2002 CG-animated TV series, *Zentrix*, which aired in Europe and the Far East. Imagi also co-produced *Digital Monster X-Evolution* with Bandai and Toei of Japan and the NBC series *Father of the Pride* for DreamWorks. Imagi leaped into feature films with the new *Teenage Mutant Ninja Turtles*, which will be distributed domestically March 30, 2007 by Warner Bros. Pictures and internationally by The Weinstein Company. A feature-length version of *Gatchaman* is slated to follow.

Headquartered in Hong Kong, Imagi also has overseas production studios and marketing offices in Los Angeles and Tokyo, enhancing the quality of work and marketing capabilities of the company internationally.

## **About Tezuka Productions Co., Ltd.**

Founded by Japanese animation icon Osamu Tezuka, Tezuka Productions created a revolution in manga and anime and effectively took this Japanese art form internationally. Animated works created by Tezuka include Japan's first animated television series *Astro Boy* as well as *Kimba the White Lion*, *Princess Knight*, *W3*, *A Thousand and One Nights*, *Cleopatra*, and many others. Among the many works produced at Tezuka Productions were Japan's first two-hour animated TV special, *Bander Book*, a new colour version of the *Astro Boy* TV series and the theatrical feature *Phoenix 2772*.