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**LazyTown, V-me, Tycoon Entertainment to Bring  
*LazyTown Live!* to U.S.  
International hit is first-ever live family show to tour U.S.  
nationally in Spanish**

**NEW YORK, June 22, 2009** - LazyTown Entertainment, the brand that has created a worldwide sensation with its top-rated TV series motivating kids to be healthy and active, has teamed with V-me - America's 4th-largest Hispanic TV network - along with Tycoon Entertainment Group, and Global Entertainment Group to bring the smash hit live show ***LazyTown™ Live!*** to families across the USA.

***LazyTown Live!***, the first-ever live family entertainment show to tour the US exclusively in Spanish, is scheduled to launch in the first quarter of 2010 and will visit markets across the country, supported by the V-me national broadcast network and local affiliates.

In its first season in Mexico in 2008, ***LazyTown Live!*** set box office records, with 46 sold-out performances at the nation's 2nd largest theater venue (Teatro Metropolitan, Mexico City). With similar success in Argentina, Costa Rica, Guatemala, and Panama, ***LazyTown Live!*** is the most successful family theater production ever in Spanish-speaking Latin America, with over 500 shows seen by more than 600,000 engaged fans, who dance and sing along with the high-energy LazyTown music. The show, based on the hit LazyTown TV series seen in over 120 countries, has also played to sold-out audiences in the UK and Australia.

"LazyTown's mission is to inspire kids and families to make healthier lifestyle choices. To bring this incredibly successful and important live show to families in the US, LazyTown needed a strong national Hispanic media partner and world-class integrated theatrical tour producers," said Magnus Scheving, founder LazyTown Entertainment. "That's what we have with V-me, Tycoon Entertainment and Global Entertainment Group, who all share the mission and values of LazyTown."

***LazyTown Live!*** captivates audiences with special effects, colorful wardrobe and set changes, music and dance, and opportunities to interact with characters -- all designed to motivate healthy, active lifestyle choices for the whole family. And after each performance, families have a chance to meet Sportacus, Stephanie and the entire **LazyTown** team.

**V-me** broadcasts **LazyTown** M-F at 7:30A and 11:30A, Saturdays at 9:30A and 11:30A, and Sundays at 4P. (All times Eastern.) For local channel information, visit [VmeTV.com](http://VmeTV.com).

**About LazyTown Entertainment**

LazyTown is the world's only global entertainment brand dedicated to children's health. Created in 1995 by international athlete, entrepreneur, producer and director Magnus Scheving, LazyTown has been nurtured into a household name worldwide, with businesses including publishing, home entertainment, music, live theatrical shows and





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even a dedicated radio station. LazyTown, the Emmy-nominated and BAFTA-winning TV series, launched in 2004, and is now available in 79 HD episodes and over 120 territories worldwide. The LazyTown Movement appeals to kids and parents alike and encourages healthy lifestyle choices for kids of all ages. The team is dedicated to finding exactly the right partners worldwide to sustain the brand and uphold the credibility and vision of LazyTown and its creator.

#### **About V-me**

V-me, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature. The 24-hour digital network, partnered with public television stations, is currently available in 70% of all US Hispanic homes - rising to 80% by year end. V-me is the first venture of the media production and distribution company, V-me Media Inc., which is also developing a soon-to-be-announced 24-hour children's channel. To find out more visit [VmeTV.com](http://VmeTV.com).

#### **About Tycoon Entertainment Group and Alejandro Gou Productions**

Tycoon Group is a one-of-a-kind consortium of entertainment companies with presence in Mexico and Latin America, that together with Alejandro Gou Productions, have successfully presented musical productions which include Latin America tours of *Barney*, *Bob the Builder*, *Hi-5*, *Dora the Explorer*, *The Backyardigans*, and *Lazy Town*.

#### **About Global Entertainment Group**

Based in the "Entertainment Capital of the World" -Las Vegas - Global Entertainment Group provides a wide variety of services for the live entertainment industry, including international and domestic tour bookings and promotion of live events. Global Entertainment also invests in various touring productions, theatrical shows and touring educational exhibitions. The company's core business is in international touring and promotion, having successfully orchestrated record breaking tours in Europe, Australia, South America and Asia including Japan and China. By masterfully creating a worldwide network of promoting partners, Global Entertainment has taken artists like, *Michael Flatley's Lord of The Dance*, *Blue Man Group Megastar World Tour*, Master Illusionist David Copperfield and *Bob the Builder Live!* to international destinations in established and emerging markets alike.

#### **CONTACT INFO:**

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