

**News release
For immediate release**



A New Face on the ACT Board!

Montreal, November 25, 2009—The Alliance for Children and Television (ACT) is pleased to announce the election of Tribal Nova co-CEO Guillaume Aniorté at its November 19 annual members' meeting. "We're very proud to have the support and commitment of such a key player in the Canadian children's and youth production industry. Guillaume's new-media expertise will complement the skills of the other ACT board members in achieving our organization's objectives," says Executive Director Caroline Fortier. ACT would like to warmly acknowledge the outstanding contribution of Suzanne French, Shaftesbury Films' Vice-President, Children's & Family, whose term ended at this annual meeting.

Guillaume Aniorté Bio:

Guillaume Aniorté has nearly 15 years' experience in the new-media industry, during which time he has created over 50 PC and online games with numerous TV producers, broadcasters, and Web portals. Mr. Aniorté began his career in 1995 with such companies as Communications Voir, PTM Kids, and Inpix Media, before going on to become an independent interactive-content producer in 2002. In 2004, Mr. Aniorté co-founded Tribal Nova with his long-time friend and colleague, Pierre Le Lann, with whom he shares the company's overall management. Tribal Nova specializes in developing and marketing Web content for young consumers. Over the past five years, it has emerged as a leader in interactive productions for children aged 3 to 12, with many products tied to high-profile names such as Caillou, Toupie et Binou, Gofrette, My Friend Rabbit, Totally Spies, Spiez, Di-Gata, and Spider Riders. The company also develops online content for preschoolers with such partners as PBS, CBC, and Bayard Jeunesse, and is proprietor of the internationally distributed Wooworld—a virtual world for children aged 7 to 12. With his expertise in interactive marketing and distribution issues, Mr. Aniorté is a frequent speaker at international conferences on new-media topics. He has a master's degree in political science and communication from the Institut d'Études Politiques d'Aix-en-Provence in France.

Below is the full list of ACT board members:

Chair: **Peter Moss**, Independent Producer

Vice-Chair: **Michèle Fortin**, President & CEO, Télé-Quebec

Treasurer: **Claude Joli-Cœur**, Assistant Commissioner and Director, Business Affairs and Legal Services, NFB

Secretary: **Michele Paris**, Program Manager, Knowledge Network

Directors:

Guillaume Aniorté, Co-CEO, Tribal Nova

Chris Bartleman, Partner, Studio B Productions

Carole Bonneau, Vice-President, Programming, TELETOON

Jocelyn Hamilton, Vice-President, Programming, Corus Kids

JJ Johnson, Partner, Sinking Ship Entertainment
Madeleine Lévesque, Development, Sardines Productions
Ira Levy, Executive Producer & Partner, Breakthrough Films & Television
Clive Vanderburgh, Professor Emeritus, Ryerson University
Deborah Wilson, Vice-President of Communications, Astral Television Networks
Kim Wilson, Creative Head, TV Children's & Youth Programming, CBC

– 30 –

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