

MEDIA RELEASE

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MINDS EYE INTERNATIONAL ANNOUNCES NEW MANAGING DIRECTOR

February 21, 2005 – (Regina, CANADA) Minds Eye International, one of Canada's major television distribution companies, is pleased to announce the appointment of a new Managing Director, Annmarie Lesiuk.

Annmarie was previously working as Sales Director for Minds Eye International for South East Asia, Pacific Rim, USA, IFE, and has been with the Minds Eye companies for five years. Prior to her employment at Minds Eye, she earned her Bachelor's degree in Film and Video Production, worked as an independent film producer, and operated her own video production company for four years. In addition to her ongoing sales duties, Annmarie will also be responsible for Minds Eye International's programming acquisitions, focusing primarily on lifestyle series and children/teen drama series, while increasing the overall visibility and profitability of the company.

"I am very confident that Annmarie's well rounded background and innovative ideas will be extremely valuable in expanding both Minds Eye International's catalogue and loyal client base," says Kevin DeWalt, President, Minds Eye International.

Annmarie and her new sales team will be attending MIPTV in April, launching new lifestyle programming.

Established in 1997, **Minds Eye International** is a wholly owned subsidiary of Minds Eye Entertainment and is one of North America's major television distributors. As a key player in the global sales market, Minds Eye International acquires programs from independent producers within the international production community. The Minds Eye International catalogue currently contains more than 400 hours of programming, primarily consisting of children's programs, TV movies, drama series, lifestyle series and factual programming. The company attends all sales markets worldwide and has its headquarters in Regina, Canada.

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