

# THE SATURDAY EVENING POST



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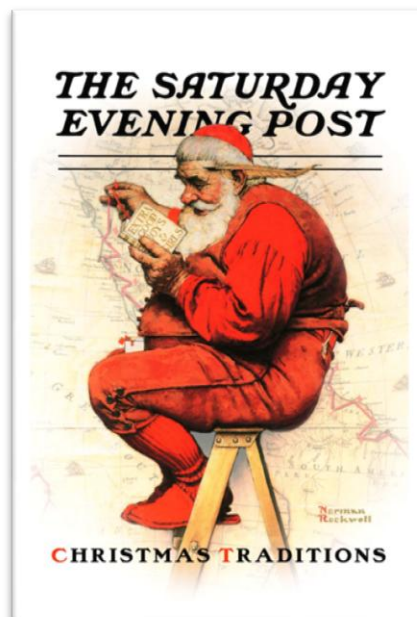
## SD Entertainment Aligns with The Saturday Evening Post Family of Brands

*SD to Create Coffee Table Publications of the Future for Adults and Kids*

*Enhanced e-Publication Portfolio Based on the Beloved Magazine Brands;  
Saturday Evening Post, Turtle, Humpty Dumpty, and Jack and Jill*

Los Angeles, CA -- November 19, 2012 -- Leading LA-based animation and 3D production studio, [SD Entertainment](#), has aligned with Curtis Licensing, the licensing division of The Saturday Evening Post Society, Inc., to license its beloved portfolio of magazine brands, including *The Saturday Evening Post*, *Turtle*, *Humpty Dumpty* and *Jack and Jill*. SD Entertainment has secured the rights to develop stories and artwork from the Saturday Evening Posts' portfolio of images and content into dynamic collections of digital coffee table publications, enhanced e-Publications, and other live action or animated entertainment.

In June of this year, The Saturday Evening Post, America's oldest magazine, with roots tracing back to Benjamin Franklin, released the digital version of its magazine for the first time on digital newsstands. This new seven year licensing agreement with SD Entertainment is a next step for both companies looking to expand their digital portfolios of IP in the e-Publication space, giving readers another way to access the *Post's* award-winning artwork and content for all ages.



"We are thrilled to extend the Saturday Evening Post and other Curtis family brands with multiple series of our dynamic enhanced e-Publications, which will encapsulate their vibrant stories and rich history on second screens, including tablets, eReaders, smart phones and laptops," said Michele Martell, COO of SD Entertainment. "Their amazing content gives us a treasure trove to develop from for fans of the publications of all ages."

"SD Entertainment is the perfect partner for *The Saturday Evening Post* and our family of Curtis brands as we continue to expand our digital readership and enhance our content across multiple mediums in today's digital era," said Editorial Director Steven Slon. "Their expertise in both live action and animated entertainment production, coupled with their focus on creating dynamic content for second screens will bring new life to the art, stories, and features that our readers have come to love in our publications."

Readers interested in our enhanced e-Publications will be able to download the first in a series of digital coffee-table publications called "Christmas Traditions with The Saturday Evening Post" available on all eReader platforms including Apple, Amazon and Barnes & Noble, just in time for the Thanksgiving and Christmas holidays.

For more information about *The Saturday Evening Post* please visit, <http://www.saturdayeveningpost.com/> and <http://www.sdentertainment.com> .

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**About *The Saturday Evening Post*:** For nearly 300 years, *The Saturday Evening Post* has chronicled American history in the making—reflecting the distinctive characteristics and values that define the American way. Today’s *Post* continues the grand tradition of providing art, entertainment and information in a stimulating mix of idea-driven features, cutting-edge health and medical trends—plus fiction, humor, and laugh-out-loud cartoons. A key feature is the Post Perspective, which brings historical context to current issues and hot topics such as health care, religious freedom, education, and more.

Tracing its roots to Benjamin Franklin, *The Saturday Evening Post* mirrors cherished American ideals and values, most memorably illustrated by its iconic cover artist Norman Rockwell. The *Post* is also known for publishing such literary greats as Ray Bradbury, Agatha Christie, William Faulkner, F. Scott Fitzgerald, Edgar Allan Poe, J.D. Salinger, and Kurt Vonnegut, and continues to seek out and discover emerging writers of the 21<sup>st</sup> century.

Headquartered in Indianapolis, the *Post* is a publication of the nonprofit Saturday Evening Post Society, which also publishes the award-winning youth magazines *Turtle*, *Humpty Dumpty*, and *Jack and Jill*.

*“As the nation changed, the Post changed, but it looks to its past as a fertile ground for its future”*  
—Starkey Flythe, Jr, Former Post Executive Editor

**About SD Entertainment:** SD Entertainment specializes in launching franchise properties that connect with audiences and consumers on every screen. Founded in 1999 by animation industry veterans Paul Sabella and Jonathan Dern, after a decade spent establishing and running MGM’s Animation Group, SD Entertainment has re-invented, produced and distributed amazing entertainment for beloved brands like Bob the Builder, Angelina Ballerina, My Little Pony, Tonka, Care Bears, Transformers, Bratz, Noddy, and many others. SD Entertainment created and ran the country’s leading digital cinema distribution company, The Bigger Picture, and its long-running family theatrical matinee program, Kidtoon Films, releasing more than 200 pieces of content to cinemas worldwide. SD Entertainment has been at the forefront of independent 3D production and distribution, with such entertainment as the Foo Fighters, Dave Matthews Band and Phish in 3D, as well as live 3D cinecasts of the BCS College Championship Game, the NBA All Star Saturday Night, NCAA Men’s Finals, FIFA World Cup, and UFC. SD Entertainment is the exclusive 3D partner of the award-winning Austin City Limits Live at The Moody Theater. [www.sdentertainment.com](http://www.sdentertainment.com) @sdentertainment

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