

Zodiak Media signs First-look deal with Mexican production and media hub El Mall

Zodiak Latino, producer of Emmy-nominated reality show *La Expedition* for Televisa, and Zodiak Rights, the international division of Zodiak Media, have signed a new first-look deal with Mexican production and media hub, El Mall.

El Mall is a leader in the Mexican content market, creating and producing media content and entertainment for all platforms. It has created and produced major TV shows such as *Mujeres Asesinas*, *El Equipo*, *El Encanto del Águila*, large-scale special events such as *Estrellas del Bicentenario* and *Tradiciones*, and successful reality, entertainment and game shows.

The deal grants El Mall the first-look rights to produce Zodiak formats for selected Mexican broadcasters, including Televisa, one of the biggest and most influential networks worldwide. Zodiak and El Mall have already agreed on a slate of entertainment formats to pitch to the main Mexican broadcasters.

Nicola Drago, COO Zodiak América Latina: *"We are thrilled by this strategic partnership with Pedro Torres and his company El Mall. Mexico is a key territory for Zodiak's strategy in Latin America, and El Mall is by far the best and most established partner we could ever work with in the country. We are convinced that partnering with El Mall will give Zodiak further boost into the country and the region. Moreover, El Mall's strong relationship with all Mexican broadcasters -and specially with Televisa with whom they have a proven and successful track record, will create a direct channel to convey Zodiak's formats."*

Pedro Torres, Founder and CEO El Mall, adds: *"Zodiak is the rising star in the global arena of content production and distribution and we are proud and thrilled to be partnering with them. Zodiak's proven ability to distribute and produce its formats in Latin American countries, together with the uniqueness and freshness of its large catalogue, will make it the ideal partner to produce global hits in Mexico. El Mall has grown tremendously over the past two years and I'm sure this agreement with Zodiak will further reinforce the company's position as the leading and most innovative production and media hub in Mexico"*.