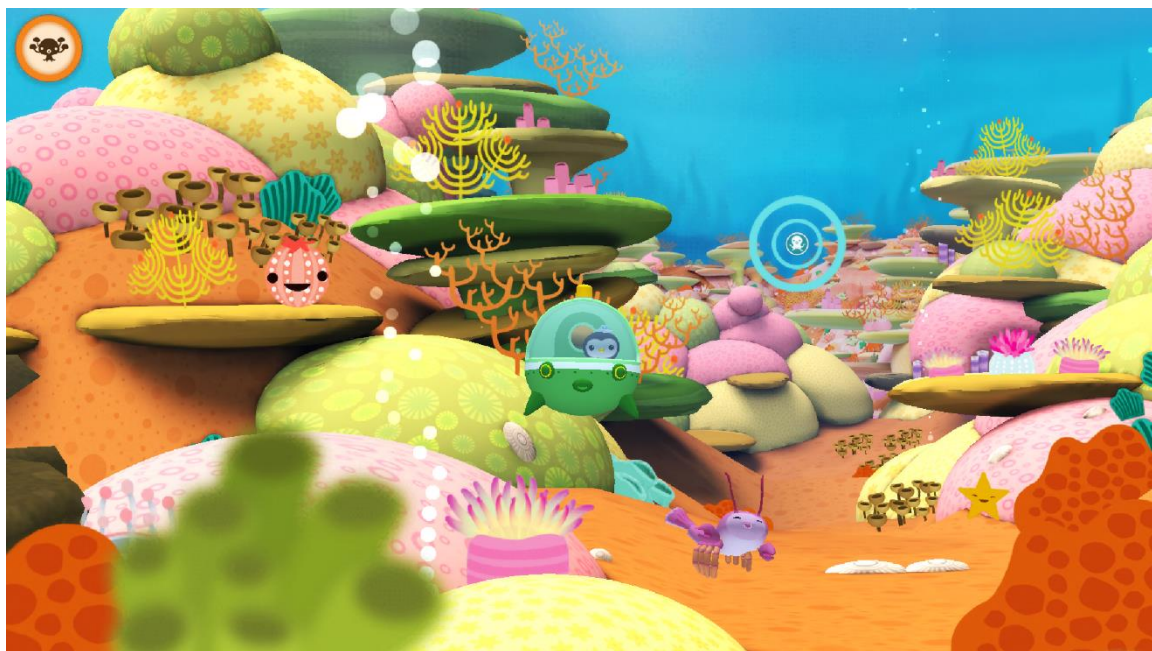




Silvergate and Night & Day Studios launch first ever Octonauts app

New York and London – November 17, 2016

Silvergate Media (“Silvergate”), the international TV production and licensing company focused on pre-school children’s entertainment based in London and New York, along with Night & Day Studios, one of the leading makers of children’s apps globally, today launch the first-ever *Octonauts* app.



Screenshot from the first ever Octonauts app showing Peso exploring in the GUP-E

This exploration-based app features much-loved Octonauts characters and all the fun from Silvergate’s award-winning undersea preschool television show, *Octonauts*.

In the first Octonauts app, young players will be able to explore the 3D-animated underwater world of the *Octonauts*, with over 20 surprising creature animations, engaging mini-games and exciting missions.

Guaranteed to delight young Octonauts fans, this new app lets users interact with expressive, animated 3D models of charming sea creatures, with the ability to rotate and move creatures, and learn important facts about their undersea lives.

Throughout their open-ended adventures with Octonauts, children have the chance to Explore, Rescue, and Protect alongside their favorite Octonauts, navigating with their choice of GUPs, through wondrous sunlight, twilight, and midnight zones.

Waheed Alli, CEO, Silvergate Media said, “We are hugely excited to launch the very first *Octonauts* app, designed and developed by Night & Day Studios. Kids will now be able to Explore, Rescue, and Protect alongside their favorite Octonauts in a 3D animated world, playing mini-games and learning about their favorite undersea creatures. We are very proud of the app and are looking forward to seeing our global audience of young fans interact with the Octonauts in new ways.”

Nat Sims, CEO, Night & Day Studios said, *“The Night & Day Studios team has loved the Octonauts for years, and making the first-ever Octonauts app was a thrill. Children around the world can now captain the GUP of their choice to explore the seas, interacting with the colorful denizens of the deep. Captain Barnacles, Kwazii and the gang are ever-present to help out and cheer them on.”*

The app is available to download exclusively on iTunes App Store from November 17, 2016, available worldwide, for \$3.99. Fans can visit <http://ndsi.co/octonauts> to download the app.

Features:

- Young players can choose their own GUP and explore at a different pace depending on which vehicle they select
- Expansive sunlight, twilight, and midnight zones to explore with over 20 surprising creature animations and missions
- Missions include:
 - Race the Sailfish (only one vehicle is fast enough to win!)
 - Photo Missions from Dashi (once you’ve photographed a creature, it shows up in your Creature Gallery) and;
 - Search + Find Missions from Shellington

Mini-games:

- Feeding Games: Baby Dolphins, Blue-headed Wrasse, Blobfish
- Collection/Clean-up (Protect): Sea Urchins
- Lift/Remove (Rescue): Sea Spot Cucumbers, Octopus

Now in its fourth season, Octonauts is aired in over 100 countries across the world, including on China Central TV (CCTV), Disney Channel (USA), CBeebies (UK), ABC (Australia), TF1 (France) and Super RTL (Germany).

Since 2011, the brand has emerged as a leading preschool property in the United States, UK, Europe, Australia, and Korea. China is the latest country where a successful brand launch is underway and Russia will follow this Fall.

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Notes to Editors

Silvergate Media

Silvergate Media is a creative content and licensing company driven by big ideas and big collaborations. Silvergate was formed in 2011 by Waheed Alli and William Astor, with offices in New York and London. In April 2016 Silvergate partnered with Shamrock Capital, an LA based private equity firm, who now hold a stake in the Company.

Silvergate develops and produces world-class content built to inspire, entertain and engage audiences of all ages through innovative storytelling, great products and strong partnerships.

Silvergate has a number of assets based on characters and brands developed for preschool children and their development slate continues to grow. Among their portfolio of projects in production are Peter Rabbit (currently in its second season), Octonauts (currently in its fourth season), a new preschool series, Sunny Day (first season to be aired in 2017) and a new children's series, Hilda (available exclusively on Netflix worldwide from the beginning of 2018).

Silvergate are currently in pre-production on other brand new programs for partners including Disney and their development slate continues to grow.

Octonauts

The *Octonauts* are a team of adventurers who explore the world's oceans, rescue aquatic creatures and protect their habitats - from the rainforests of the Amazon to the deepest depths of the Midnight Zone. Captain Barnacles Bear, ex-pirate Kwazii Cat, medic Peso Penguin and the rest of the crew fearlessly dive into action, deploying a fleet of aquatic vehicles, including their Octopus-shaped home-base, the Octopod.

Night & Day Studios

Night & Day Studios is one of the leading independent app studios, creating and publishing apps for audiences of all ages from its offices in Portland and Brooklyn. Night & Day Studios develops original consumer brands, including bestseller *Peekaboo Barn* — now available in board books from Candlewick Press and coming soon to plush toys and physical games. Night & Day also acts as a full-service digital design and development agency. Night & Day Studios' client and partner list includes DreamWorks, Highlights for Children, Mattel, Nickelodeon, the NFL, Sesame Street, Warner Bros., and many others. For more, visit www.nightanddaystudios.com.