



**Another Award for Sylvain Viau and  
Image Entertainment Corporation inc.**



**Ernst & Young  
Entrepreneur Of The Year<sup>®</sup>**

*Award recipient 2010*



**Montreal, Québec,** November 1, 2010. It has become common occurrence in recent years for Montreal-based Image Entertainment Corporation (IEC) and its eco star Walter to be recognized for achievement in one way or another. But this time, the popular cartoon character has been temporarily upstaged by his co-creator and company president, Sylvain Viau.

At the October 27 Ernst & Young Entrepreneur Of The Year<sup>®</sup> Awards to pay tribute to the leading members of the rich pool of Quebec and Canadian entrepreneurship talent, Sylvain Viau, president and founder of Image Entertainment was awarded the Grand Prix in the category of “Media and Entertainment”. This award had not been given for the four previous years, with the last recipient being Guy Laliberté of Cirque du Soleil, in 2006. The bold creative capacity and international business acumen of the company won over an independent jury made up of several Canadian business leaders from all sectors, some of whom were Ernst & Young past award winners themselves.

The mission of IEC is to produce high-quality television and cinematographic projects for children and the family, using state-of-the-art technologies. Featuring highly entertaining content and a subtle message, the company has quickly propelled its productions into homes on several

continents. The animation eco star of the company, Walter has received several awards since 2006, the year the character was first introduced to Canadian audiences. These include two prizes in 2010 from French Canada's Alliance for Children and Television, one for the quality of the production and the other for its burgeoning international exposure. Other accolades include 2 nominations at the Prix Gémeaux gala, Quebec's version of the Emmy Awards, and recognition last year at the Chicago International Children's Film Festival in the Animated Television Category. In 2005, at the same Ernst & Young event, Sylvain Viau was a finalist in the Emerging Entrepreneurship category.

Mr. Viau, unabashedly delighted with the recognition says, "We are only just starting, really. While there are already so many effective multi-platform educational and entertainment aspects to our Walter property, there's an accelerating need to raise awareness among children and their families to the plight of our planet. We live in a generation where it is important to enforce messages on the environmental situations that exist virtually everywhere around the world. Our mission is to continue in this direction while still keeping our work at the high level for which it is recognized."

IEC has also been active over the years in a great deal of bread and butter industry work beyond Walter, honing its multiple range of talents in coproducing several internationally acclaimed series, now broadcast in over 200 countries. These include Totally Spies, Martin Mystery, Team Galaxy, Monster Buster Club and The Amazing Spiez, with more to be announced early in the New Year.

The Ernst & Young Entrepreneur Of The Year<sup>®</sup> Award event is considered to be the most important of its kind in the world.

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