



Shankly Productions changes name to Principal Media

BEVERLY HILLS – February 27, 2012 – Shankly Productions, the international TV production and distribution company, has completed a comprehensive rebrand exercise which includes changing its name to Principal Media LLP.

“Shankly Productions is now known as Principal Media, reflecting our commitment to high quality productions and first-rate relationships,” said Principal Media CEO, David E. Brenner. “It is the latest development in our story – recently we have more than doubled our sales staff, invested heavily in new programming, and moved into larger office space in Beverly Hills.”

Principal Media’s international distribution wing is a respected presence in the foreign TV marketplace and represents 2,500+ hours of award-winning TV programming, including long-running series on Spike, Lifetime, Fuel, Fox, Discovery, Versus, Speed, National Geographic and more.

Recent productions include the Emmy-nominated series “First Ascent” for National Geographic, and “America Haunts” for the Travel Channel. Principal Media will debut its new name and brand at the upcoming MipTV market in Cannes during April, along with 300+ hours of new HD, 3D and other programming.

Principal Media (fka Shankly) is a subsidiary of the Libra Group (www.libra.com), a privately-owned business group which has 20 offices across four continents. Principal Media has created TV programming for Sky Channel, National Geographic, Travel Channel, Fox Reality, ABC Family and others.

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About Principal Media

- Based in London and Beverly Hills, Principal Media LLC is a subsidiary of the Libra Group (www.libra.com), a privately-owned global conglomerate which has 20 offices across four continents. The group’s businesses are primarily focused on shipping, aviation, hospitality, renewable energy and real estate.
- Shankly Productions has created TV programming for Sky Channel, National Geographic, Travel Channel, Fox Reality, ABC Family and others. The company’s international distribution wing is a respected presence in the foreign TV marketplace and represents 2000+ hours of Award-winning TV programming, including long-running series on Spike, Lifetime, Fuel, Fox, Discovery, Versus, Speed, National Geographic and many more.
- For more information, please visit: www.principalmedia.com.

Press Contacts

Kristen Danforth
Director, Marketing & Publicity
Principal Media LLC
Kdanforth@principalmedia.com
Tel. +1 310 855-3570

Principal Media LLC
9378 Wilshire Boulevard, Suite 320, Beverly Hills, California 90212 USA
Tel. +1 310 855 3570 • Fax. +1 310 855 3492 • <http://www.principalmedia.com>
Incorporated in the state of Delaware
A Libra Group company