



Press Release

13 January 2011

41 Entertainment Announces a Number of Licensing Agreements on  
HeathCliff - Bad Kitty

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution company announced today that it has granted the world premiere rights to the *HeathCliff - Bad Kitty* film to Morningstar in Canada, Swen Entertainment in Brazil and Televix in Latin America.

In all cases, the customers were granted exclusive broadcast and home entertainment rights to the upcoming film in 2011 and an exclusive option to acquire the series in fall 2012.

41e will be delivering the film in fall 2011 in English, Castilian and Latin Spanish, Italian, German, French and Brazilian Portuguese.

Allen Bohbot, CEO of 41e states “We have a number of additional major deals in final stages of negotiations to acquire the film and secure an option on the series. We will be announcing them soon.”

The film, budgeted at over \$5.0 million and starring celebrity voice-over acting talent, is produced by L.A.-based Magic Lantern Studios which is headed up by Jeff Segal, formerly President of Universal Family Entertainment and Cartoon Studios. FitzRoy Media handles the worldwide consumer product rights for *HeathCliff*.

The parties are now planning the HeathCliff TV series (52 x 13’) for a fall 2012 delivery.

Enquiries:

41 Entertainment LLC  
500 West Putnam Avenue  
Suite 400  
Greenwich, Connecticut 06830

T: +1.203.542.7310  
E: [allen.bohbot@41ent.com](mailto:allen.bohbot@41ent.com)  
[pat.venti@41ent.com](mailto:pat.venti@41ent.com) (PR & Materials - U.S.)  
[michele.dalcin@41ent.com](mailto:michele.dalcin@41ent.com) (Licensing & Home Ent. - U.S.)  
[cynthia.kennedy@41ent.com](mailto:cynthia.kennedy@41ent.com) (Sales & Marketing - U.K.)  
[paco.urena@41ent.com](mailto:paco.urena@41ent.com) (Production - Spain)

[www.41ent.com](http://www.41ent.com)

[www.blake-doubleidentity.com](http://www.blake-doubleidentity.com)

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## Notes to Editors:

### About 41 Entertainment -

41 Entertainment (“41e”) is a global animation company engaged in the production, distribution and marketing of animated children’s television programs and the marketing of related consumer products (licensing and merchandising) in all forms. The principals of 41e have worked on numerous successful animation projects and have successfully negotiated distribution deals in over 95 countries and territories in the children’s programming market.

The Company has announced five animation projects to date since launching in 2010 including *Blake: Double Identity*, *HeathCliff*, *Sally McKay*, *Marco Antonio and Talma and the Myth of Agharta*.

### About FitzRoy Media -

FitzRoy Media (“FRM”) is a media property development company specializing in children’s entertainment created for a variety of new and emerging media platforms including mobile, internet and interactive broadcast TV. FRM’s flagship property, *HeathCliff*, was created in 1973 by cartoonist George Gately and today’s *HeathCliff* comic strip is written and drawn by Peter Gallagher and is being developed for multiple mediums. FRM’s other key properties include: *Secret Wings*, *Funny Face* and *Out of My Mind*; a new series for tweens featuring live-action combined with animation.

Led by CEO, Hamp Hampton, founder of The Mercer Group LLC, and formerly with Honest Entertainment, the licensing/marketing firm behind the hit children’s properties *Angela Anaconda*, *Pepper Ann* and *Fido Dido*, the top management team boasts more than 75 years of combined specialized industry experience. COO Terrence McCarthy is an award-winning technology and integrator consultant who founded Neoteric, Inc., a leading workflow, directory and messaging integrator, and a veteran CTO, CFO and management consultant clients including Price Waterhouse Coopers, Road Runner, American Airlines, UNICEF, Hitachi, Novell, Motorola and IBM.

### Magic Lantern Studios -

Magic Lantern Studios (“MLS”), founded by former president of Universal Cartoon Studios and Family Entertainment, Jeff Segal; Steve Waterman – executive producer of *Stuart Little* and the *Alvin and the Chipmunks* films; and Jack Crosby, former chairman of the Sundance Film Institute and founding partner with Brian Grazer and Ron Howard’s Imagine Entertainment, specializes in kids and family entertainment, with emphasis on brands and franchise management. MLS acquired exclusive world-wide rights to produce direct-to-video, theatrical features and episodic television series based on *Heathcliff* and the *Heathcliff* character group in 2009. In addition MLS is developing and producing films with Andrew Lloyd Webber’s *Really Useful Group* and based on Joy Adamson’s classic *Born Free*.