



Press Release

15 March 2011

41 Entertainment licenses *HeathCliff - Bad Kitty*
to Disney's network of TV Channels in India

41 Entertainment LLC ("41e"), the New York, London and Barcelona based animation production and distribution company announced today the acquisition of the world premiere rights of its property *HeathCliff - Bad Kitty* to Disney's network of channels in India.

Disney's network of TV channels in India including Disney Channel, Disney XD and Hungama TV, will get exclusive free and pay television rights in English, Hindi, Tamil and Telegu languages with a planned first broadcast in fall 2011 along with an exclusive option to acquire the series in fall 2012.

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

Allen Bohbot, CEO of 41e states "We are pleased to have reached this agreement with Disney in the Indian sub-continent and are now planning a major licensing and merchandising program, along with a home entertainment release, to coincide in one of the world's fastest growing market."

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 spring 2013 delivery.

Enquiries:

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

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

www.41ent.com

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 the launch of the highly anticipated animation project in 2012 entitled *Blake: Double Identity*.

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*.