



Press Release

9 November 2010

41 Entertainment Signs Global Distribution Agreement with FitzRoy Media
for the Upcoming *HeathCliff* CGI film for 2011

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution company announced today that it has secured the global television and home video distribution rights to the new CGI animated film entitled *HeathCliff – Bad Kitty* based on the classic and well-established comic strip *HeathCliff* created by George Gately in 1973 featuring the title character. The comic strip continues to be created and produced daily by Peter Gallagher, the nephew of George Gately.

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.

The film will consist of seventy-two (72) minutes and be delivered in October 2011 in English and in December 2011 in Castilian Spanish, Latin Spanish, French, German, Portuguese (Brazil) and Italian. Further, an all new *HeathCliff TV* series of 52 x 11’ is in development for 2013.

The series, budgeted at \$7.8 million, will consist of 52 x 11’ and be delivered to global customers in 2013. And discussions continue with major Hollywood studios for the development of a live action/CGI feature film slated for summer 2013.

41e will present a full CGI animated trailer at MIP 2011 and handle global television and home video distribution of the film and series in all forms and venues outside of the U.S. The film will be launched in the U.S. on the McDonald’s TV network, which will reach cover 2,500 U.S. restaurant locations by November 2011.

HeathCliff was born on the wrong side of the tracks in the bad part of town. When both of his parents were locked up by the law, little *HeathCliff* was left to fend for himself. He grew up quick and he grew up mean, until one day he was rescued by a loving family: the Nutmegs. They welcomed him into their home where he was treated with kindness and love for the first time in his young life. Though *HeathCliff* loved his new family, he would never lose his street-wise, tough guy beginnings. This is how all the fun and mayhem got started!

Hamp Hampton, Chief Executive Officer of FitzRoy Media, the rights holder for the *HeathCliff* brand states “*HeathCliff* is a legacy brand and this is a perfect time for this re-launch. Like the saying goes “What’s old is new again” and we feel bringing back a retro brand like HEATHCLIFF now is the perfect timing. We have the major CGI film, coupled with the upcoming CGI series, a new style guide supporting a revamped licensing program being lead by apparel, plush toys, Wii and DS Nintendo gaming titles launching this Christmas in all major retail outlets with second titles for each format launching in 2011 and 2012. I am extremely pleased to have reached this agreement with Allen Bohbot and his team at 41e who know exactly how to handle such a major global property.”

Allen Bohbot, CEO of 41e states “*HeathCliff* is a major brand and we welcome him into our growing catalogue. We know that the international television and home video market will love this adorable feline who has a unique, sarcastic take on the world and that this project will appeal to a broad demographic ranging from kids to adults. We envision launching the film, likely in primetime, on major broadcasters worldwide followed by the home video release and then the full series worldwide in multi-languages in the following year.”

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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 four animation projects to date including *Blake: Double Identity*, *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.

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