

LAWLESS ENTERTAINMENT

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November 12th, 2008

LAWLESS ENTERTAINMENT RENEWS SONY PLAZA STYLE DEAL FOR JAPAN FOR SUZY'S ZOO BRAND

Lawless Entertainment, a Los Angeles based international production and distribution consulting firm is proud to announce that Suzy's Zoo Studios and Sony's Plaza Style division have concluded another three year deal for the highly successful Suzy's Zoo brand in the territory of Japan. More than 85 licensees are on board for the adorable baby and toddler brand, which has been featured in the more than 100 Plaza Style stores in Japan for the last three years.

“We at Suzy’s Zoo Studios are extremely proud of the beautiful products created by the talented and dedicated people at Plazastyle”, says Suzy’s Zoo creator Suzy Spafford. “It is a joy to know that the characters of Suzy’s Zoo are now becoming as beloved in Japan as they are in The United States.”

The Suzy's Zoo brand was created by Suzy Spafford of San Diego, California, over 40 years ago and was initially a greeting card line. In 1999 it was introduced to the mass marketplace in the U.S. (Wal-Mart, Target, etc.) and had gross sales of over \$200M in its first year.

The Suzy's Zoo brand features an adorable collection of animal characters that includes Witzzy, Patches, Lulla, Boof and many others.

An animation series is in development based upon the popular brand and will shortly be introduced to the worldwide marketplace.

Lawless Entertainment, headed up by industry veterans Cathy Malatesta and Bryan Taw, creates, co-produces, distributes and markets both animated and live-action programming throughout the world for both film and television. Lawless works with content providers and has relationships with top film, television, home video, online and mobile distribution entities in every major market. Lawless Entertainment’s website is www.lawlessent.com.