

LAWLESS ENTERTAINMENT

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LAWLESS ENTERTAINMENT MAKES LICENSING DEAL FOR SUZY'S ZOO STUDIOS AND DCD PUBLISHING/UK

Los Angeles based Lawless Entertainment has concluded a multi-year licensing and merchandising deal between US art brand creator Suzy's Zoo Studios and DCD Media plc, one of the UK's top independent production and distribution groups, which recently added licensing arm DCD Publishing to their multi-faceted activities.

Suzy's Zoo creator Suzy Spafford said: "We are so excited to be represented by DCD Publishing, UK! It is a thrill to know that the many characters of Duckport and all of Suzy's Zoo will now reach a new audience, and make millions of new friends. Making people happy has always been my mission in life, and it gladdens my heart to know that DCD embraces my characters for this mutual pursuit."

Adrian Sington, CEO of DCD Publishing, commented: "We are delighted by this new association especially as we have been looking for a pre-school property for a while, and Suzy Zoo fits the bill perfectly."

The representation deal between DCD Publishing and Suzy's Zoo Studios will cover several categories of licensing for the UK and Ireland including publishing and social expressions. Lawless Entertainment's President Cathy Malatesta says, "We are so pleased having DCD Publishing as our UK licensing agent for Suzy's Zoo Studios. We have no doubt that the teaming up of these two companies will be a huge success in the UK for many years to come."

Michael Gottlieb, Head of Licensing at DCD Publishing, is happy to let the brand speak for itself: "In Witzzy's world there is green, green grass, puffy clouds and dandelions to wish on. There are Ladybirds that tickle, grasshoppers that zoom and snails that peek-a-boo."

Suzy's Zoo Studios, the San Diego based company behind such brands as Adventures in Duckport, Little Suzy's Zoo and Wags and Whiskers, is headed up by creative genius Suzy Spafford, who started her creations over 40 years ago with a highly successful greeting card line in the United States. The brand entered the mass marketplace in the

LAWLESS ENTERTAINMENT

late 1990's at Wal-Mart and Target in the US, grossing over \$200M per year in sales for a variety of toddler and baby products under the Little Suzy's Zoo label. Most recently, the Little Suzy's Zoo brand has enjoyed tremendous success in Japan in the Plazastyle chain of retail stores (100-plus) as their top seller in over 150 categories of licensed items for moms, teens and kids. The Suzy's Zoo brand features an adorable collection of animal characters that includes Witzy, 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.

About DCD Publishing:

Launched in September 2008, DCD Publishing is a new division of top UK independent production and distribution group DCD Media set up to exploit book publishing, merchandising, licensing and UK DVD through DCD's wholly-owned DVD label Digital Classics. The division develops and exploits market opportunities for ancillary rights of both DCD and third party producers. Recent book and merchandising deals include series such as Richard Hammond's Blast Lab, Alan Whickers' Journey Of A Lifetime, Mark Cawardine's Last Chance to See and Stephen Fry In America. DCD Publishing is led by CEO Adrian Sington, a TV tie-in publishing expert, formerly Managing Director of Boxtree, Chairman of Virgin Books and Vice-Chairman of Virgin Animation.

For more info visit www.dcdmedia.co.uk/publishing