

LAWLESS ENTERTAINMENT

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LAWLESS ENTERTAINMENT MAKES LICENSING DEAL FOR SUZY'S ZOO STUDIOS AND MEDIALINK

Los Angeles based Lawless Entertainment has concluded a multi-year licensing and merchandising deal between US art brand creator Suzy's Zoo Studios and MediaLink, one of the top licensing companies in China and Asia.

Beginning in early 2010, Medialink will launch an entire retail enhancement program for teens and kids in department and specialty stores in Hong Kong as well as concept stores/counters. Products will include apparel, plush, stationary and plastic/melamine house wares. The next phase will bring Suzy's Zoo to China, Singapore and Malaysia.

Lawless Entertainment President Cathy Malatesta said, "This is a wonderful opportunity to introduce the incredible world of Suzy's Zoo to China and Southeast Asia and expand on the incredible success that the brand has found in Japan."

Noletta Chiu, MediaLink's Vice-President of Licensing, says "MediaLink has leapt into another era of licensing as we are honored to be given a chance to work with Suzy Spafford on Suzy's Zoo. MediaLink shares the same philosophy in life and in business as Suzy does and that is to make people happy and share the experience that one remembers as a child and, for us, it is through consumer products licensing of characters. We are extremely thrilled to be part of Suzy's Zoo in bringing these extraordinary characters to our region. We can't wait to see Suzy's Zoo products in our market and we strongly believe in Suzy's Zoo as it is not just characters, with their personality, history and a story, it is something that will linger in our consumers hearts."

Suzy's Zoo creator Suzy Spafford said, "I'm very excited about the licensing agreement we have just made in Asia with MediaLink! It gives me great pleasure to know that Suzy's Zoo will soon be making people happy in many parts of the world that have never before met my characters! What a thrill to be able to touch lives across the globe through my artwork."

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 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

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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.

Established in March 1994, Medialink Group has developed a highly diversified business scope that covers program distribution and licensing. MediaLink focuses on selecting those licensed items that offer the highest potential returns. With a team of outstanding professionals, innovative ideas, heartfelt sincerity, solid reputation, fast response to market conditions and an ethic of hard-work, MediaLink continues to successfully win the trust of both licensees and licensors to solidify its reputation for excellence within the industry. Moreover, MediaLink won a host of top awards "Best Licensing Agency of the Year 2004" and "Best Marketing Campaign in Hong Kong" at the "Premier Asian Licensing Awards" ceremony jointly organized the Hong Kong Trade Development Council and International Licensing Industry Merchandisers' Association. These accolades are fitting tribute to MediaLink's hard work and tireless efforts. MediaLink's website is www.medialink.com.hk.