



## **Fitz Roy Teams with Magic Lantern Entertainment on Daktari® Park Projects**

NEW YORK - (October 12, 2009) – Fitz Roy Media has aligned with Magic Lantern Entertainment to develop and produce a new slate of entertainment projects inspired by African animal stories and the adventures and experiences of wildlife veterinarian Dr. Sue Hart for the newly revived **Daktari®** brand, which will developed under the **Daktari® Park: Wild Experience** title.

The projects will refresh the Daktari for the 21st century in the form of new feature films, TV and direct-to-DVD projects, set to begin production in 2010. Under a previously announced deal with licensor Daktari Productions Ltd, Fitz Roy has already started developing an interactive Daktari Park website that will take kids on a daily safari in the African bush country, guided by a few new animated characters.

“The new Daktari Park will re-introduce a new generation of children and family audiences to the pioneering work of Dr. Sue Hart and her many adventures in the African bush at a time when humans first began to interact with the animals who roamed free across great stretches of land,” said Fitz Roy Media's CEO, Hamp Hampton. “Her experiences provide a wealth of exciting and informational stories about some of the most amazing wildlife in the world.”

“Daktari Park is long overdue for a revival of a brand that captured audiences of all ages over 40 years ago,” added Magic Lantern Entertainment's president, Jeff Segal. “In an era of heightened awareness of the plight of endangered species whose habitat continues to be encroached by deforestation and the development of the lands where they once prospered, this project provides a wonderful vehicle to get the message out on conservation and create awareness of the fragility of all life forms on the planet.”

Media Contact: Sabrina Propper, President RPiPR: 818.515.5798;  
[spropper.rpipr@gmail.com](mailto:spropper.rpipr@gmail.com)

## **About FitzRoy Media LLC**

Fitz Roy 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* (created in 1973 by cartoonist George Gately) the new comic strip is written and drawn by George Gately's nephew Peter Gallagher and is being developed for multiple mediums. FRM's other key branded properties include "Secret Wings" "Funny Face" and "Out of My Mind" a new series for tweens that combines live-action 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.

## **About Magic Lantern Entertainment**

Magic Lantern Entertainment ( <http://magiclanternent.com/> ) is a six year old kids and family entertainment studio founded and managed by experienced, professional executives from Universal, Warner Brothers, and Hanna-Barbera. Chairman, Jack Crosby, is the former chairman of the Sundance Institute, the co-founder of Imagine Entertainment, and a founding director of Orion Pictures.

## **About Sue Hart**

Sue Hart moved from England to South Africa after she qualified from the Royal College of Veterinary Surgeons, after the war and embarked on a career in what was entirely a 'man's world'. She was probably the first female wildlife vet in Africa and her pioneering work brought her into contact and kindled friendships with some of the most famous scientists, naturalists and conservationists of that era, for whom she provided many vital services. Over the years she also produced and presented radio and TV shows, has written books for children and adults and had a long-running column in a daily newspaper.

## **About Daktari Productions**

Daktari Productions Ltd. is a company that has been created to manage and develop programming, publishing and associated merchandise based upon the remarkable life and works of Sue Hart. For more information on Sue Hart, Daktari Productions and related programming visit: [www.daktariproductions.com](http://www.daktariproductions.com) or contact Rowena Paxton on + 44 1628 891112.

Daktari® is a trademark of Daktari Productions Ltd. All rights reserved.

###