



**FITZ ROY MEDIA SECURES MEDIA & CONSUMER PRODUCTS RIGHTS TO
NEW ANIMATED 'DAKTARI® PARK' SERIES**

**Plans Include First-Ever Online Virtual Theme Park Combining Live Action
Footage Of Animals In The Wild With Newly Created Animated Characters**

NEW YORK – (June 2, 2009) – Fitz Roy Media announced today it has completed a deal with Daktari Productions, Ltd. of London for the online, feature film, TV/DVD and consumer products rights to Daktari® Park intellectual property. All of the content related to the Daktari Park brand will be inspired by the African animal stories and the remarkable adventures and experiences of wildlife veterinarian Dr. Sue Hart.

First on the development slate will be an online virtual them park – one of the first of its kind – combining live action footage of animals in the wild with the newly created animated characters. The virtual theme park will also have an E-Commerce component for licensed merchandise. Fitz Roy will seek to develop a feature length animated special suitable for both theatrical release as well as broadcast specials and DVD/VOD opportunities, followed by the development of an animated CGI TV series consisting of 52 x 11 minute episodes.

Rowena Paxton, director of Daktari Productions and long standing friend of Sue Hart, expressed her delight by saying "This is a marvelous opportunity and we are very excited at the prospects of working with Fitz Roy Media. I have known Sue for almost 30 years, her remarkable life has been an inspiration to me and many others - as a pioneering female vet in Africa during the sixties, her many adventures and experiences in the African bush will make fascinating viewing."

"The 'Daktari' brand has long been associated with wildlife adventure and conservation inspired by Dr Sue Hart's life and work in the wild. Dr. Hart's life was also the inspiration for the live-action TV series which debuted over 40 years ago, said Fitz Roy Media CEO Hamp Hampton. "We want to re-introduce a new generation of kids and families to a time when the animals roamed free across great stretches of land, and humans first began to study and interact with them. It's incredible how many stories are still left to be told."

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About FitzRoy Media LLC

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* (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 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 or contact Rowena Paxton on +44 1628 891112.

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