



Suzy's Zoo®

THE BRAND

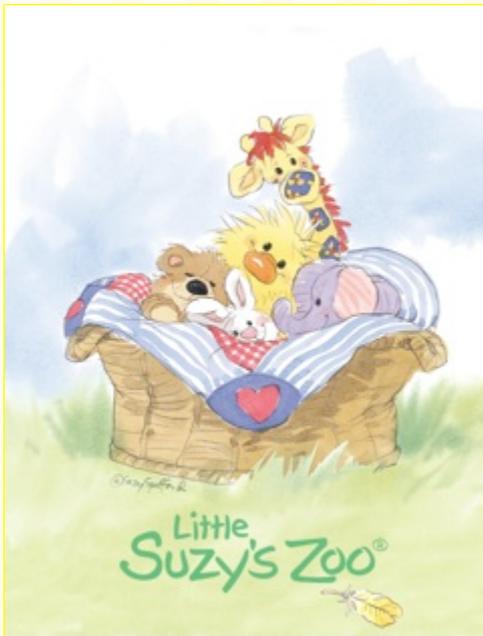


- Created in 1968 by Suzy Spafford, an award-winning illustrator/artist.
- Suzy's Zoo evokes a spirit of freedom and camaraderie in a colorful neighborhood world where there are still open spaces to explore.
- The animations use clean, bright natural colors and realistic shapes, creating a familiar-seeming and friendly universe.
- While instantly appealing, Suzy's Zoo also retains originality and individuality.

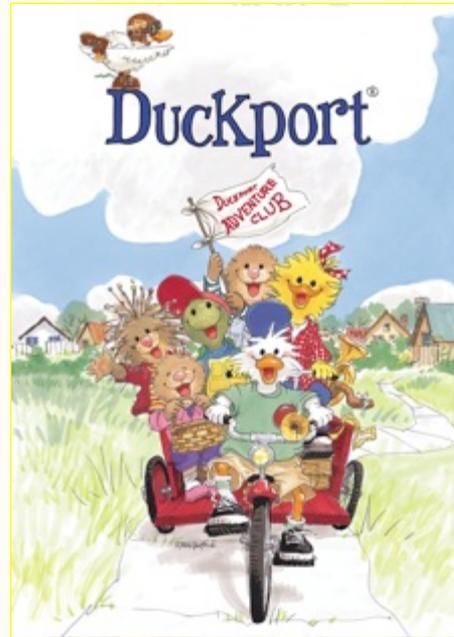
THE BRAND

Suzy's Zoo consists of three different character sets

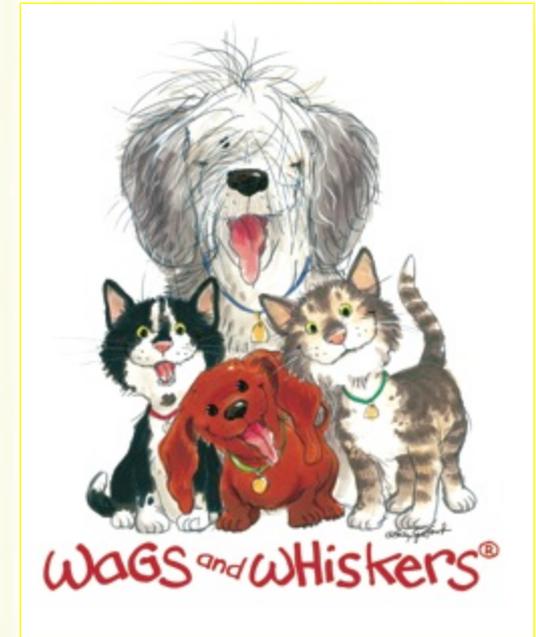
Little Suzy's Zoo



Duckport



Wags and Whiskers



THE BRAND



- A Brand for All Demographics--From Babies to Grandmothers.
- Little Suzy's Zoo was introduced to Walmart/Target/Babies R Us in US 1999-2005--complete line of baby products, furniture, layette, accessories, diapers....
- Averaged over \$250M in US each year in mass retail from 1999-2005.
- Introduced to Japan in 2005 through PlazaStyle stores and now offers an extensive line of apparel and accessories which appeal to 20-something single women and also to young families.



PRODUCT AVAILABILITY



- Over 3,000 items of character art.
- Adorable, curious, energetic, playful characters.
- Detailed, extensive, flexible Style Guides.
- Design and product approvals can be achieved in as little as 5 days.
- Calming colors, soft shapes and a gentle theme have created huge US sales since 1968.
- Perfectly placed for the US and major international markets.



BRAND GROWTH



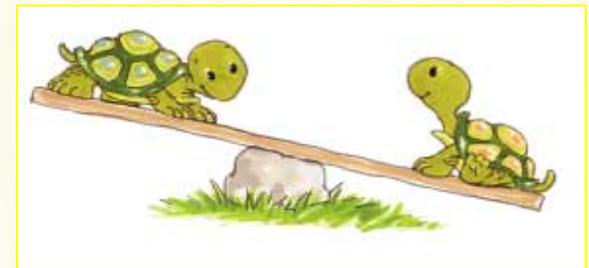
- Over 2,000 products currently on sale worldwide.



- More than 100 active licensees worldwide.

- Television series 52 x 11mins fully developed utilizing the Duckport character set

- eBooks and apps to be launched in Q3 2012



EXISTING BRAND VALUE

- Suzy's Zoo is a major licensed consumer brand in the US, UK and Asia.
 - The Little Suzy's Zoo character set was released onto the mass market in 1999 when it was distributed in US stores Target and Wal-Mart generating over \$200m in gross sales in its first year.
- The brand has caught on in Asia since its launch in 2005, especially in Japan, where Suzy's Zoo has generated \$300 million in retail sales with merchandise being sold in more than 150 stores.
- In the US, Japan and UK there are over 2,000 different SKUs under the Suzy's Zoo license, manufactured by more than 100 different licensees worldwide.



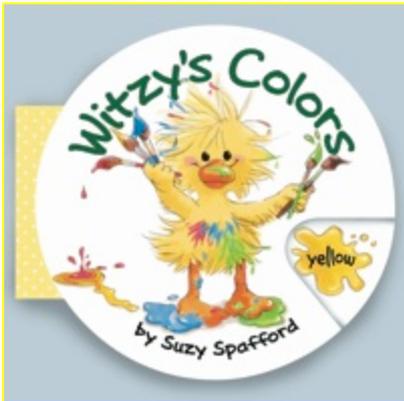
CURRENT RETAIL

- Achieving over \$150 million in annual global retail sales and growing.
- \$300 million in sales in Japan since 2005.
- Top-selling items in Japan include diaries, notebooks, digital downloads, towels, blankets, plush toys, knapsacks, key chains, nail polish, socks, and more.



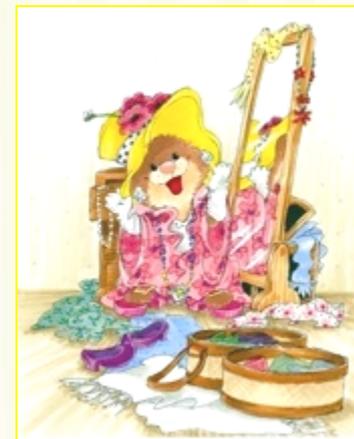
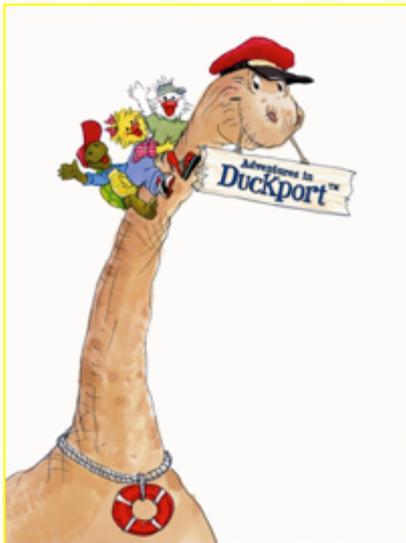
HISTORICAL SALES

- \$600 million in Walmart sales between 1999 - 2005.
- \$400 million in stationery.
- \$50 million in plush/soft toys.
- \$48 million in bedding and clothing.
- 7 million books sold in the US.
- 250 million greeting cards sold in the US.
- 1,000,000,000 diapers sold between 1999 - 2005.



TELEVISION

- 52 x 11 minute episodes.
- Target age 2-5.
- Combination of 2D and CG animation.
- Several broadcast commitments are now in place worldwide for the show.



Suzy's Zoo®

Contact Information

Worldwide Animation, Licensing and Merchandising Agent

Catherine Malatesta

President, Lawless Entertainment

Office: 323-201-2678

Cell: 818-259-5111

cmala@aol.com

