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**FOR IMMEDIATE RELEASE**

**NICKELODEON'S HAUNTING HALLOWEEN MOVIE OF THE WEEK "ROXY HUNTER" STARRING  
RISING STAR ARIA WALLACE WITH COOL TWEEN APPAREL LINE AT LIMITED TOO**

Dolphin Entertainment Announces Aria Wallace playing Roxy Hunter and Exclusive Tween Apparel  
with Limited Too

MIAMI, FL. – October 27, 2007 Nickelodeon's new fashion icon is **Roxy Hunter**, which is a new multi-layered franchise that is being produced by Miami based **Dolphin Entertainment's Bill O'Dowd**, Executive Producer of the Emmy nominated "Zoey 101" (2005 nominee for Outstanding Children's Program) as well as Nickelodeon's "Ned's Declassified School Survival Guide." Dolphin Entertainment is proud to announce the casting of ten-year old Atlanta native **Aria Wallace**, who landed the role of Roxy Hunter.

Dolphin Entertainment has a major 3-year merchandising and licensing deal with Ohio-based apparel giant Tween Brands, Inc. Dolphin's TV-movie mystery franchise Roxy Hunter will enter into an "exclusive partnership" with Tween Brands, home to top-selling girl and tween apparel stores **Limited Too** and **Justice**. Expected to enter the market in Winter 2008 as Tween Brand's sole preferred partner, Limited Too and Justice stores will feature Roxy Hunter sweepstakes, apparel, DVDs in stores, as well as preferred ad presence in Limited Too's monthly catazine in which Aria Wallace will be the first celebrity to grace the cover, and web space on both stores' splash pages.

Actress Aria Wallace, destined to be the new tween sensation and her family moved to Los Angeles to take a shot at Hollywood. After signing with **The Osbrink Agency**, Aria immediately landed her first job co-starring on The Bernie Mac Show. Shortly after, she starred opposite her favorite actress, Hilary Duff, as her sister 'Zoe', in Universal Pictures The Perfect Man, The film also stars television veteran Heather Locklear and Chris Noth. Numerous commercial and television shows soon followed such as the Tim Allen pilot These Guys, Carnivale, Charmed, That 70s Show, Judging Amy, and What Should you Do. Recently, Aria completed the production Christmas in Paradise for Lifetime. Aria's talent does not end with acting; she will be featured as a solo artist on the Roxy Hunter soundtrack as well.

Grab your detective notebooks and tune in!!! The first title in the series, **Roxy Hunter and the Mystery of the Moody Ghost** is set to spook you, premiering on Nickelodeon on October 30, 2007 at 7 pm EST/ 6c. Starring Roxy Hunter, an irrepressible nine year-old, and her family as they move in to a spooky, old house in the country where she stumbles into a weird world of unsolved mysteries and the unknown. With the help of her best friend Max, an eleven year-old genius, she embarks on a mission to solve a crime, save their house, and re-unite a lost love from beyond the grave.

**The Mystery of the Moody Ghost** is to be followed in January 2008 by **The Secret of the Shaman**. Fifteen titles are scheduled for production over the next five years. Dolphin has also secured a book deal with Penguin's Children's Books who with each movie release, will release an accompanying Roxy Hunter novel, which closely follows the story of the screenplay, and a "Roxy Diary" which gives a first-person account of the mystery from the perspective of Roxy herself. Sony Pictures Home Entertainment has agreed to distribute Roxy Hunter internationally.

The Roxy Hunter website [www.roxyhunter.com](http://www.roxyhunter.com) launched on October 24<sup>th</sup>. An interactive site into the town of Serenity Falls, where Roxy Hunter is based. Kids will get to solve mysteries along with Roxy and her friends by looking for clues. Soon tweens across the world will be using "Roxyisms" such as FANTABULOUS (fabulous + fantastic) and HEALIOTIMEOSITY (time heals all wounds) and YUMMYLICIOUS! Set to have the coolest blog ever! Website designed by award winning web designer **AgencyNet**.

#### **About Tween Brands, Inc**

Tween Brands, Inc is a leading specialty retailer for tweens (ages 7 to 14). At Limited Too, the Company sells sportswear, related accessories and lifestyle items for active, fashion-aware tween girls. Limited Too currently operates 585 stores across the United States and has a select number of international franchised stores. Limited Too publishes a catazine coinciding with key tween shopping times throughout the year and conducts e-commerce on its website, [www.limitedtoo.com](http://www.limitedtoo.com)

Justice is the Company's newer specialty retail concept for tween girls, offering moderately-priced sportswear, accessories and lifestyle items in predominantly off-the-mall store sites. Justice also publishes a catazine for its tween customers and currently operates 227 stores across the United States, the location of which can be found on their website, [www.justicejustforgirls.com](http://www.justicejustforgirls.com)

## Publicity

Aria Wallace is available for interviews, photo shoots, and any other media related outreach. Please contact OIW Brand Management for placement in your January and February issues to correspond to the debut of the second Roxy Hunter film Roxy Hunter: The Secret of The Shaman.

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