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ZOEY 101 WORLDWIDE MERCHANDISING INITIATIVE CONTINUES TO EXCEL

Dolphin Entertainment 's *Zoey 101* Builds on Success with UK Partworks Deal and Australian Merchandising Plans

MIAMI, FL. – July 11, 2007. On its way to becoming one of the most successful international tween brands, Dolphin Entertainment's top-rated live-action tween hit series *Zoey 101* has announced a deal with leading Partworks publisher GE Fabbri's and the expansion of *Zoey 101* merchandising and licensing campaigns into Australia.

GE Fabbri, Europe's leading Partworks publisher, has licensed the rights to release a 52-issue *Zoey 101* Partworks series. The UK test launch is slated for September '07, with a national launch taking place in January '08, subsequently expanding into numerous territories thereafter. Preliminary plans are for a *Zoey 101* Beauty Box, each month releasing a new cosmetic product for collectors and fans.

"GE Fabbri is a perfect match for the *Zoey* brand" says Bill O'Dowd, President of Dolphin Entertainment. "We are thrilled to be working with such a fantastic team and be a part of this exciting licensing program."

In the midst of incredible merchandising successes in Canada, Dolphin also plans to expand *Zoey 101* apparel and accessory lines into Australia, in collaboration with Haven Licensing. For Back-to-School '07, *Zoey 101* apparel will be carried exclusively throughout Target stores across Australia. Additional categories to be released for Back-to-School include: home video (in collaboration with Madman Entertainment), accessories, and publishing.

"We have all the elements in place to make *Zoey* a great success in Australia" say Haven Licensing's Managing Director, Tom Punch. "The TV series is a hit on Nickelodeon Australia, we have strong retail support from the likes of Target, and key strategic alliances with players in the DVD, apparel and accessories area. This allows us to focus on bringing them all together to present the Australian *Zoey* fans with a fun product offer to fulfill demand."

The live-action series starring Jamie Lynn Spears currently airs on Nickelodeon (US) and in over 100 territories on major international broadcasters such as France 2 (France), Italia Uno (Italy), TV Norge (Norway), RTE (Ireland), Family Channel (Canada), Nickelodeon International, M-Net (South Africa), POPtv (Slovenia), Club-RTL (Belgium), ZigZap (Poland), TV-3 (New Zealand), Televisa (Mexico), Ecuavisa (Ecuador) and Antena 3 (Spain).

Launched in 2005 the show is a massive hit, ranking as the number one live-action series on cable among tweens, in both the United States and Canada. A cross between Beverly Hills *90210* and the OC, *Zoey 101* is compulsive viewing for all 8-12 girls and attracts over 3.5 million viewers per episode.

Dolphin Entertainment, founded by Mr. O'Dowd in 1996, is one of the world's leading entertainment companies specializing in children's and young adult live-action programming. In addition to the Emmy-nominated and top U.S.-rated *Zoey 101*, Dolphin's other 2007 Executive Producer credits include Nickelodeon hit series *Ned's Declassified School Survival Guide* and Nickelodeon's first-ever TV movies *Last Day of Summer*, *Shredderman Rules!*, and *Roxy Hunter and the Mystery of the Moody Ghost*.

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