



Contact: Drew Kelly
Phone: (305) 774-0407
Email: drewkelly@dolphinentertainment.net

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DOLPHIN'S SASSY SLEUTH ROXY HUNTER LAUNCHES APPAREL LINE, PREMIERES SECOND NICKELODEON MOVIE.

This Friday Marks the Launch of the Limited Too and Justice Stores' *Roxy Hunter* Apparel Line and Nickelodeon Premiere of *Roxy Hunter and the Secret of the Shaman*

MIAMI, FL.- January 30, 2008. Dolphin Entertainment is proud to announce the launch of the *Roxy Hunter* brand apparel and merchandise in Limited Too and Justice stores this week, along with the premiere of the second *Roxy Hunter* adventure, "**Roxy Hunter and the Secret of the Shaman**", airing on Friday February 1, at 8:00 p.m. on Nickelodeon.

Dolphin Entertainment's TV-movie franchise, *Roxy Hunter*, has entered into a major multi-year marketing and licensing partnership with apparel giant Tween Brands, Inc., which is home to the top selling tween girl apparel stores, **Limited Too** and **Justice Stores**. Tween Brands kicked off their marketing of *Roxy Hunter* over the 2007 Holiday season with an incredible nationwide *Roxy Hunter* movie sweepstakes, wherein the winner (and her BFF!) received a walk-on part in an upcoming *Roxy Hunter* movie, as well as a shopping spree at Limited Too. The exclusive Limited Too *Roxy Hunter* merchandise and apparel collection launches in stores this week with over 40 pieces in the collection and will be featured across all marketing channels within Tween Brands (online, catalog, and in store).

The bright and colorful Spring collection reflects the aspirational, bubbly and fashion-forward aspects of *Roxy Hunter*, an irrepressible young super sleuth with a knack for catching the bad guy and choosing the ultimate accessory. Following the Spring collection, Tween Brands will continue with a Summer collection and a full Back-to-School line of apparel and accessories.

Dolphin had previously secured best-of-brand media partners for the *Roxy Hunter* franchise, including a publishing deal with Penguin Children's Books which, along side of each movie release, is releasing an accompanying *Roxy Hunter* novel, which closely follows the story of the screenplay, and "**The Roxy Hunter Case Files**", which gives a first-person account of the mystery from the perspective of Roxy herself.

On Tuesday February 5, the first title in the mystery series "**Roxy Hunter and the Mystery of the Moody Ghost**," will be released nationwide on DVD by Sony Pictures Home Entertainment. The DVD release is loaded with entertaining extras, deleted scenes, and features two exclusive, original songs and music videos performed by the multi-talented artist, Aria Wallace, who stars as "*Roxy Hunter*."

An Atlanta, Georgia native, 11 year old actress **Aria Wallace** was destined to play the coveted role of *Roxy Hunter*, and to be the new tween sensation. Aria and her family moved to Los Angeles to pursue her dreams when she was five years old. After signing with **The Osbrink Agency** (home to Dakota and Elle Fanning, among many others) she landed her first job co-starring on "**The Bernie Mac Show**." Shortly thereafter, she starred as the younger sister opposite one of her favorite actresses, Hilary Duff, (both are represented by the same management team, **Curtis Talent Management**), in Universal

Pictures', "**The Perfect Man.**" In her short career, Aria has already guest-starred on many hit television shows such as **Charmed, Desperate Housewives, That 70's Show,** and Nickelodeon's very own **iCarly.**

Roxy Hunter is a multi-layered franchise that is produced by Bill O'Dowd, President of Miami-based **Dolphin Entertainment**, Executive Producer of Nickelodeon's top-rated and Emmy-nominated "Zoey 101"(2005 nominee for Outstanding Children's Program) as well as Nickelodeon's hit series "Ned's Declassified School Survival Guide." Ten to fifteen movies featuring *Roxy Hunter* adventures are scheduled for production over the next five years. The third and fourth titles in the series are currently in post-production ("**Roxy Hunter and the Myth of Mermaid**" and "**Roxy Hunter and the Horrific Halloween**"), and are scheduled to premiere on Nickelodeon in the summer and fall of 2008.

"**Roxy Hunter and the Mystery of the Moody Ghost** won two awards in the 2007 International Ava Awards competition, winning the **Platinum Award in TV/Art Direction** and the **Gold Award in TV/Use of Special Effects/Animation.** Award winning web design team AgencyNet has created the *Roxy Hunter* website www.roxyhunter.com, which launched October 17th, 2007 and has already gained much recognition winning **The Favourite Website Award** from England-based FWA (www.thefwa.com), one of the world's leading website recognition companies. The website is a fun interactive site, which lets you venture into the fictional town where Roxy lives (Serenity Falls), play games, and visit Roxy's fantastic blogs written from Roxy's point of view.

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-oriented 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 catalog coinciding with key tween shopping times throughout the year and conducts e-commerce on its website, 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 catalog for its tween customers and currently operates 227 stores across the United States, the locations of which can be found on their website, www.justicejustforgirls.com

About Dolphin Entertainment

Dolphin Entertainment, founded by Bill O'Dowd in 1996, is one of the world's leading entertainment companies specializing in children's and young adult programming. In addition to the *Roxy Hunter* franchise, Dolphin's other 2007 Executive Producer credits include Emmy-nominated and top U.S. rated Nickelodeon series *Zoey 101*, and the hit series *Ned's Declassified School Survival Guide*, as well as Nickelodeon's first-ever TV movies *Shredderman Rules!* and *Last Day of Summer*. Complementing its financing, production, and distribution divisions, Dolphin has successfully launched an international merchandising and licensing group with *Zoey 101* campaigns in Canada, Australia, and now Western Europe, with plans to expand into more than two dozen territories.

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For more information, please contact Drew Kelly at (305) 774-0407 or e-mail at drewkelly@dolphinentertainment.net