



FOR IMMEDIATE RELEASE

September 28, 2005

TAFFY ENTERTAINMENT BLASTS OFF WITH PRODUCTION OF "I GOT A ROCKET!"

Production Begins On 52 x 11' Episodes

Show Presented With Worldwide TV and Video Distribution Rights At This Year's Mipcom

Los Angeles, September 28, 2005 – In conjunction with Australian based SLR Productions, Taffy Entertainment – the rights and distribution arm of Mike Young Productions, one of the largest animation production studios in North America – will commence production on 52 x 11' episodes of *I Got A Rocket!* Set in a graphic urban environment, *I Got A Rocket!* is a fresh, fun animated series aimed at 6-11 year olds, appealing to cartoon lovers of all ages.

Based on the popular Australian picture book by author/illustrator duo Matt Zurbo and Dean Gorissen, *I Got A Rocket!* follows the out-of-this world adventures of 12 year old Vinnie and his friends, the July Gang. When Vinnie's dad gives him the ultimate birthday present – a cool outer space rocket with artificial intelligence – his life becomes a lot more exciting, and a lot more complicated! A dazzling, entertaining animation series set in a colorful, yet gritty urban environment and packed with kid-relatable stories, the show takes tweens through a melting pot of a city, from the schoolyard to outer space and back again. Outrageous and bold, *I Got A Rocket!* combines explosive artwork with energetic and daring story lines that promise to take tweens to another dimension! It's a tough life being a kid - even tougher when your best pal is a Rocket!

I Got A Rocket! is an Australian – UK co-production between Sydney based SLR Productions and Taffy Entertainment's UK arm. Korean animation studio Sunwoo Entertainment (Lilo & Stitch, All Grown Up) is Taffy Entertainment's co-production partner for the series and the Australian studio is Funny AzHell Animation.

Taffy Entertainment/Mike Young Productions' Bill Schultz, Emmy award winning producer of *The Simpsons* said, "SLR Productions has such a great eye for material and talent. They are the perfect partner for such a creative and groundbreaking project. Glenn Kirkpatrick is a world class animator and after working with him for so many years at Film Roman on *King of the Hill* – and more recently *Toddworld* – I am thrilled to be involved with he and his studio (FunnyAzHell Animation) on our next big project. Rocket is sure to be a hit..."

SLR principal Suzanne Ryan said, "The talent and experience of those involved in this project is phenomenal. It's exciting to be bringing Matt Zurbo and Dean Gorissen's wonderful world to life with practitioners of the caliber of Bill Schultz (Taffy Entertainment) and Glenn Kirkpatrick (FunnyAzHell), and the fantastic animation talents of Sunwoo Entertainment. I'm delighted that this series is going into production".

I Got A Rocket! will be on display at the Mike Young Productions/Taffy Entertainment stand at R34.14 in the Palais des Festivals, Cannes, France at this year's Mipcom.

END

Media Contact/Art Work Requests

Neil Dickens at WTD Communications, Inc. – 323.463.2882 ndickens@wtd-pr.com

About Mike Young Productions & Taffy Entertainment

One of the largest and most prolific independent animation studio and distribution companies in North America, MYP represents the mind-meld of partners Mike Young, creator of the British Academy award-winning series *SuperTed*; Liz Young, supervising producer of Scholastic Entertainment's Emmy-nominated *Clifford the Big Red Dog*, and its spin-off, *Puppy Days*, both on PBS KIDS; and two-time Emmy Award-winning Bill Schultz, producer of *The Simpsons*.

Taffy Entertainment is a rights management and distribution company, which successfully distributes a number of MYP's series, including the multi Emmy, Hugo, Prix Jeunesse and Parents Choice Award-winning series *Jakers!*, as well as *ToddWorld*, *He-Man and the Masters of the Universe* and the red-hot *Pet Alien*. The company distributes to leading broadcasters in 160 countries around the world and also operates a consumer products division.

About SLR Productions

SLR Productions is based in Sydney, Australia and is a boutique animation company specializing in the creative development and production of high-quality children's entertainment programs. Currently in production is "Deadly", an animated 13 half-hour series for the Nine Network, Australia, based on the Australian book series by Morris Gleitzman and Paul Jennings and distributed by Yoram Gross EMTV. SLR is owned and operated by Executive Producer/Producer Suzanne Ryan and is a joint venture company with South Pacific Pictures, makers of Whale Rider and New Zealand's most prolific producer of film and television drama. For more information, please visit www.slrproductions.com