

*******PRESS RELEASE*******

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Bulldog Licensing Limited today opened its doors for business.

With Rob Corney at the helm, Bulldog will work with British rights' owners developing merchandising programmes for properties with existing equity as well as working with licensors to help create equity in emerging properties. The company will work with a network of the world's leading agents to take the properties it represents to a global market.

Adopting a 'best in class' mantra, Bulldog will work with the very best of British creative talent across the television, entertainment, corporate, celebrity, sporting, charity and design-led markets.

Says Corney: "There are great swathes of creative talent in the UK and Bulldog will take a commercial focus allowing these people the freedom to work their magic. Being headquartered in the UK will enable us to work closely with property owners to develop new opportunities. Over the next few weeks, we will be announcing some major pieces of business and in the meantime would be pleased to hear from any companies wishing to be part of this exciting new initiative."

For further information please contact the Managing Director, Rob Corney on 020 8325 5455 or rob@bulldog-licensing.com

About the Managing Director

Rob Corney started working life on the Graduate Management Scheme at the then Carlton Television. Choosing to move into the world of licensing from this starting point, Rob rapidly went on to manage the entertainment licensing for the merged ITV company and was responsible for the Gerry Anderson portfolio which included Thunderbirds as well as re-introducing Bullseye to the licensing market. Rob negotiated the first ever use of a feature film as a newspaper covermount promotion with the Mail on Sunday and worked on hit shows such as I'm a Celebrity Get Me out of Here.

Rob leaves his role as Director of UK Licensing at 4kids Entertainment International in order to take up this new opportunity. Having held this position for two and a half years Rob was responsible for the licensing of global brands such as Microsoft and the recently launched TMNT movie as well as establishing the licensing programmes for the Royal Air Force and working on the launch of a major retail initiative for Kelly Brook swimwear into New Look.