

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

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Orsum launch at New York Licensing Show

Brand new boys' fantasy adventure property Orsum Island debuted at the Licensing Show last week to tremendous interest from potential licensees worldwide.

With creative talent from Director, David Lane (THUNDERBIRDS, CAPTAIN SCARLET, SUPERMAN, MUPPET TREASURE ISLAND) and Writer, David Mitton (DIRECTOR/PRODUCER/WRITER THOMAS THE TANK ENGINE AND TUGS) this High Definition, Dolby 5.1 production is setting new standards in children's television. Michele Fabian-Jones (CAPTAIN SCARLET, BROTHERS GRIMM) is Producer at Pineapple Squared which was recently appointed flagship studio for animation software specialists Softimage.

Set on Orsum Island, the story follows the race for survival of Kodi, Divine Flower and their two friends Monty and Fidget. The evil Zarkan tries to rid the land of all life using his terrifying army of The Viners, led by Malus. Monty provides a comic counter-point with his sidekick Fidget – as the last remaining dragon on the island he has yet to master the art of flight but, more importantly needs to learn to control the balls of flame that keep shooting out of his nose!

Proving they were top dog at the show, Bulldog Licensing presented this ground-breaking opportunity in New York to stunning plaudits. With incredible animation and powerful storylines, negotiations are now underway in key areas including master toy, interactive, publishing and trading cards.

Refusing to compromise on quality, Pineapple are working with some of the leading music producers in the country to ensure a winning soundtrack to the programme. A truly 'orsum' website will also launch more than a year in advance of the TV programming to develop a true brand around the concept.

For further information, please contact Rob Corney at Bulldog Licensing on 020 8325 5455