



FOR IMMEDIATE RELEASE

Hey Hey Hey Fat Albert Is Back!

Entertainment Rights names Lisa Marks & Associates
North American Licensing & Merchandising Agent for
Iconic Character
FAT ALBERT

NEW YORK, N.Y. June 21, 2004. Following Entertainment Rights' (ER) recent acquisition of the classic animated Filmation Library, ER announced today that it has appointed Lisa Marks and Associates, Inc. (LMA) to represent the iconic Fat Albert and the Cosby Kids property. LMA will be the exclusive representative for licensing and merchandising the Fat Albert brand in North America and is working closely with ER to develop an innovative licensing, merchandising and promotional program to extend the reach of this popular brand.

Fat Albert and the Cosby Kids was created by Bill Cosby and is based on his own childhood growing up in a Philadelphia neighborhood where he and his friends learnt life's daily lessons in a tough urban environment. The show, a consistent ratings winner, ran on CBS TV for 12 consecutive years from 1972 to 1984 and was re-syndicated in 1989. This established brand with its high awareness and time-tested values also has a strong connection to today's young, hip consumer.

Fat Albert has achieved cult status in the US where a previous range of exclusive high quality licensed merchandise achieved tremendous success. US licensees and retailers are now keen to see the extension of this brand offering. ER, with their partner LMA, will capitalize on this interest by rolling-out an exciting new range of products, initially targeting the specialty market. Product launch is planned for 4th quarter 2004. This will coincide with the eagerly anticipated Christmas release of the 20th Century Fox, live-action major motion picture - 'Fat Albert' the movie. The movie, starring Kenan Thompson, Jermaine Williams, Jeremy Suarez, and directed by Joel Zwick ("My Big Fat Greek

Wedding"), will ensure that this classic character is given mass exposure across all media throughout North America.

Mike Heap, Chief Executive Officer of Entertainment Rights, said: " Fat Albert holds a special place in the hearts and minds of American audiences and I am delighted that Fat Albert will be the first of the recently acquired Filmation Library of classic properties to be promoted by ER in the US. We're also delighted to be working with LMA given their expertise in developing and building entertainment properties and brands in the US marketplace. With the guidance of the Cosby Organisation and the experience of LMA, our consumer products roll out is sure to be a huge success.

Alongside the consumer products roll out, we plan to capitalize on the show's incredible popularity by relaunching the original Fat Albert series on television and releasing for the first time ever - classic Fat Albert on DVD. Fat Albert has a strong moral message which is highly appropriate to the world we live in."

Lisa Marks, President of LMA, Inc. commented: "We are very excited to partner with ER in the continued development of the Fat Albert brand. Fat Albert and the Cosby Kids are uniquely endearing characters, and we look forward to developing products that allow consumers to connect with and enjoy these characters further."

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Notes to Editors:

About Entertainment Rights

- Entertainment Rights Plc ("ER") is one of the leading specialist media groups focused on the ownership of high quality children's and family programming, characters and brands.
- ER owns the rights to many classic characters including *Basil Brush*®, *Postman Pat*®, *Little Red Tractor*, *He Man and Masters of the Universe*, *Fat Albert*, *She Ra*, *Ghostbusters*, *Zorro* and *The Lone Ranger*.
- Since 1999, when ER owned rights to just 50 hours of programming, ER's library has grown to over 1,700 hours of high quality children's and family programming. This includes rights to global brands such as *Mattel's Barbie*™, *Scholastic's Clifford*™, *Hasbro's Transformers*, *Casper the Friendly Ghost* and *Felix the Cat*.
- ER has grown rapidly. Annual revenues have grown from £1.8m in 1999 to £29.5m in 2003, the last reported financial year.
- High resolution images are available for the media to view and download free of charge from <http://www.vismedia.co.uk>

About Lisa Marks Associates

- LMA, Inc. is a full service Licensing and Marketing Agency that consists of a coalition of experts and industry leaders in the fields of Licensing and Merchandising, Creative Development and Design, Product Development, Retail Business Development and Multimedia Brand Extensions. Based in New York, LMA, INC. also serves as the exclusive Licensing Agency for The Campbell Soup Company, Pepperidge Farm, Inc., Just Born, Inc. (Peeps, Hot Tamales, Mike and Ike and Goldenberg's Peanut Chews), Rubber Duckie Productions, LLC, Vital Statistics, LLC, and Working Mother Media.
- Lisa Marks has over twenty years of experience in the licensing, entertainment and consumer products industries, having worked at both Disney and Nickelodeon. Her number two, Betts FitzGerald, who has recently joined LMA as Senior Vice President, spent the last twenty-five years working at The Jim Henson Company, where she managed the US business for classic Muppets.

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