



**Press Release**

**05 February 2008**

**BKN International AG**

("BKN" or the "Company")

**BKN Signs Master Toy Licensee for Zorro – Generation Z<sup>®</sup> Property**

BKN announced today that its wholly owned Spanish subsidiary, BKN New Media SL, has granted a master toy license agreement to Gulliver for its property, Zorro – Generation Z<sup>®</sup>.

As part of the agreement, Gulliver has been granted the right to produce a variety of products as noted below. Gulliver will have distribution rights exclusively in Brasil, but manufacturing rights globally allowing BKN to appoint toy distributors throughout the world. Toy distributors will be able to acquire product from Gulliver either FOB Hong Kong or FOB China for their local markets.

The license products that will make up the initial line in year one are as follows:

- Action figures, all sizes and materials
- Toy vehicles and accessories
- Toy weapons and accessories
- Zorro's<sup>®</sup> motorcycle
- Zorro's<sup>®</sup> laser
- Scarlet Whip's car
- Scarlet Whip's laser

Gulliver has committed to a minimum of 12 SKU's at launch which is expected to be in the second half of 2008.

BKN has awarded numerous licensees to date in various categories and territories, and this global master toy agreement will now allow the licensing and merchandising program to expand significantly in anticipation of the broadcast in all major markets worldwide beginning in the fall of 2008.

Zorro - Generation Z<sup>®</sup> product will be displayed at various locations, in preliminary stages at the Nürnberg Toy Fair later this week.

Laura Tapias, Managing Director of BKN New Media SL, states "the response to this property worldwide has been tremendous with broadcasters and manufacturers alike. We have signed numerous licensees and now with this mater toy agreement, expect to truly expand the merchandising program. Broadcasters in such European markets as Italy, Spain, Russia and Greece, as well as Record TV in Brasil and Telemundo in the U.S. are all gearing up for a fall 2008 premiere."

Adds Andreas Luis Lavin, Managing Director of Gulliver, "we are very happy to have received this license and expect to develop and produce a high quality toy line for global consumption. In Brasil, our domestic market, we expect to do solid business beginning with Children's Day in October."

**- Ends -**

## **Enquiries:**

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## **Notes to editors:**

### **About BKN:**

BKN International AG is a global animation company engaged in the distribution and marketing of animated children's television programmes and the marketing of related consumer products (licensing and merchandising) in all forms. BKN has worked on numerous successful animation projects.

The Company is currently listed on the General Standard of the Frankfurt Stock Exchange and is quoted on the AIM Market of the London Stock Exchange plc ("AIM"), it operates all over the world. BKN has successfully negotiated distribution deals in over 95 countries and territories in the children's programming market.

The Company's Film Library includes:

- Legend of the Dragon
- Robin Hood
- Kong - The Animated Series
- Zorro: Generation Z<sup>®</sup>
- Kong - King of Atlantis
- Roswell Conspiracies
- Kong II - Return to the Jungle
- Dork Hunters from Outer Space<sup>®</sup>
- A Christmas Carol
- Jungle Book