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MR PATEL CONTENT CONTINUES TO STRENGTHEN ZAC TOONS' IMPRESSIVE REPUTATION

ZAC Toons animation studio, producing premium entertainment properties for mobile, online and TV, today announced it will launch new mobile content from their Mr Patel property. The hilarious new content will be distributed across their mobile partners and leading D2C portals in Europe, the US and Australia.

The original Mr Patel cartoon series, consisting of two minute episodes, has already broken into the US TV market, licensed by G4TV which is broadcast on the Comcast platform to 60 million US homes. The 10 episodes were broadcast on G4TV's Late Night Peepshow throughout December 2006 and January 2007 with the channel having the rights to rebroadcast through 2007 and 2008.

Fast becoming a consumer favourite, Mr Patel will entertain fans with ten new comical video shorts specifically designed for mobile consumption. The video content will be supported by animated wallpapers, screensavers and voice tones offering consumers and ZAC Toons distribution partners a complete content package.

The Mr Patel property is one of the few series within western media where an Asian character takes the lead role. The series perceptively highlights Indian culture in a positive and light hearted manner, with the hero, Mr Patel always triumphing.



Mr Patel has a complicated life trying to keep his family business on the straight and narrow whilst talking vegetarian Hindu sausages, gay elephants, unscrupulous businessmen and Bollywood song and dance routines are an everyday occurrence. However, underneath his humble and meek exterior, when his business is under threat, Mr Patel and his two sexy female bodyguards prove ferocious enough to take anyone by surprise.

In addition to the release of new Mr Patel content, ZAC Toons has indicated that they will shortly conclude a deal for the development of another of their entertainment properties which will become an exciting new made for mobile and broadband cartoon series with a large international TV channel, further cementing their position within the market. Further details regarding this series will be released later in the year.

Troy Zafer, co-founder and Managing Director of ZAC Toons, commented: "Mr Patel has managed to capture an audience both on mobile, online and via G4TV thanks to its insightful yet humourous take on Asian culture. All of the characters have strong personalities giving the series an infectious appeal. Each of our entertainment properties are developed with a long term strategy in mind and Mr Patel is the perfect example of this at work with this new package of content the third instalment within the past 9 months. We look forward to further developing the property across mobile, online and TV in the coming years."

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Notes to Editors:

About ZAC Toons

ZAC Toons is an animation studio creating premium entertainment properties for mobile, online and TV. The company produces original and irreverent character animations and cartoons that use humour to cut through a crowded market place. ZAC Toons was co-founded in 2006 by Troy Zafer, Jemma Cook and a team of experienced creatives and has quickly established a strong market presence through securing ***distribution partnerships that deliver their entertainment properties via 25 mobile operators in 15 countries.*** The team at ZAC Toons has a wealth of mobile and online experience having collectively worked with more than 100 of the world's leading brands. The company recently secured a seed round of funding from the Creative Capital Fund and several Angel investors.

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