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**PORCHLIGHT ENTERTAINMENT AND PROJECT FIREFLY, LLC, HAVE  
PARTNERED TO DEVELOP  
ANIMATED COMEDY-ACTION SERIES FARM FORCE**

**Agreement Provides PorphLight Worldwide Distribution, Licensing and  
Merchandising Rights To Television Series Targeting Kids 6-11**

Los Angeles, CA – January 11, 2006 -- Continuing to expand its animated kids programming, PorphLight Entertainment has partnered with Project Firefly to develop and produce Farm Force, a wacky, off-the-wall series featuring the daring antics of ordinary farm animals turned super heroes. Targeting kids 6-11, PorphLight, Project Firefly, and the shows creator, Ethan Long and producer Robin Cowie will initially develop and produce 26 half hours (52x11 minutes) with PorphLight holding worldwide distribution, licensing and merchandising rights.

“Farm Force is one of the funniest pitches I’ve heard in a long time,” said Fred Schaefer, PorphLight’s Senior Vice President of Animation. “The comic timing demonstrated in the creators’ animated demo is pitch-perfect and absolutely hysterical. I firmly believe the series will reach beyond its intended audience, appealing to teens and parents, fostering co-viewing that will maximize its potential for global success. We are extremely pleased to be working with Project Firefly as we move forward on the show.” Schaefer added, “We’re just starting and Farm Force has already been chosen as the 2005 ‘Nextoons’ Winner in this year’s Viewers’ Choice awards.”

Farm Force is an action-packed animated comedy series about three ordinary farm animals -- a chicken (Layla), a pig (Bigg) and a fish (Fishstix) -- who gain super powers after being struck by lightning from a super charged nuclear tornado. The fledgling trio of superheroes pledge wing, hoof and fin to protect their farm and the surrounding countryside from the evil schemes of their nemesis, Moojo, the Mad Cow and an array of guest villains.

According to Dominic Carola, President of Project Firefly/Co-director of Farm Force, and Paulo Alvarado, Co-director of Farm Force, “PorphLight Entertainment’s commitment to family-oriented programming makes them a perfect match for us. We are excited to partner with PorphLight to bring our fun and entertaining original characters into the homes of families across the world.”

Robin Cowie is excited to steer Farm Force along in such a positive direction. Cowie, along with creator, Ethan Long, both explain, “ The pieces have all come together. First, we found Project Firefly who brought a level of unparalleled animation quality and professionalism to the project. Now, PorphLight will complement the mix as one of the fastest-growing distributors of quality television programs and movies for the worldwide marketplace.

PorchLight Entertainment is a multi-faceted company focused on the production and distribution of high-quality family entertainment and licensing and merchandising representation for children's and family brands and trademarks. Since its formation in 1995 by veteran entertainment executives Bruce D. Johnson and William T. Baumann, PorchLight has produced the Emmy Award-winning animated series, Tutenstein, for Discovery Kids and Jetix Europe, Jay Jay The Jet Plane for PBS, and the animated children's series Adventures from The Book of Virtues for PBS, as well as more than 30 live action and animated movies. PorchLight is currently producing Four Eyes for France 3, Nickelodeon Asia, Nickelodeon Australia and Disney Channel Italy, as well as a series of direct-to-videos for LeapFrog, the leading electronic toy company, among other productions. The company distributes a library of over 175 movies and over 500 episodes of children's programs. For more information, visit [www.porchlight.com](http://www.porchlight.com).

Project Firefly is a full service animation studio providing both 2-D and 3-D quality animation for theatrical and video releases, television series, commercials and interactive media. The company generates original content as well as offers world-class animation production support. Project Firefly's first big-screen feature credit will come in February 2006 with Universal Pictures' and Imagine Entertainment's "Curious George," for which Project Firefly was a major contributor, including the animation of George. For more information, visit [www.projectfirefly.com](http://www.projectfirefly.com).

Robin Cowie is a filmmaker and television producer, credited with producing The Blair Witch Project, several television series and numerous television specials and commercials. Ethan Long is a popular author and illustrator whose children's book credits include "Mañana Iguana", "Snarf Attack" and "Tickle the Duck!"