



JOCK

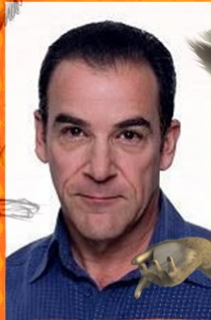
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MAY 2011

Production:

Duncan is finally home. It has been so great welcoming him back to the office and catching up on all the thrilling news from the States. The sound has been officially wrapped up. From our side, here in the Jock studio, we are but mere minutes away from final wrap. Finessing is what takes the longest, and that is what we are all busy with. We start production soon on a new Bobtail commercial, with a few more in the pipeline. Roxanne is hard at work on all the behind-the-scenes footage needed for our Jock DVD. I have received many emails asking about the release of the film and the DVD. The 29th July is our official release date at the cinemas, and the DVD release will follow in the next few months, toward the end of the year. From my side, I have been busy with all kinds of very exciting design items including popcorn boxes, posters, banners, billboards, t-shirts and books to name a few. Jock certainly is making a name for himself!

Below - Mandy Patinkin, voice of Basil.



Below - Helen Hunt, voice of Jess.



News from our Marketing team:

May has had the Jock Marketing team on the run with loads of design approvals, manufacturing deadlines and sample deliveries of all the exciting merchandise that's soon to appear in store to coincide with our movie launch.

Our partners are nearly ready to launch and you will see Jock in and around South Africa including 11 different book variations from Penguin, tees in Edgars, Mr Price and Pick 'n Pay, First National Bank Jock promotions, KFC Chicky Meal toys, warm woven blankets, toys from BP, bouncing balls in Bobtail bags, lucky packets and bubbles in most retailers and special Jock treats from Beeno.

In these last couple of months to the launch of our movie on the 29 July, we are still receiving enquiries from potential partners who have realized the power of the Jock brand – so watch this space for new partner news soon.

In June we see the launch of our new competition with Sunday Times and Primedia's 94.7 Highveld Stereo – keep a look out for our SPIRIT OF JOCK competition with great prizes to be won.

Preparations for our premiers are underway. We've invited our Hollywood and South African stars so hold thumbs that they have gaps in their diaries so we can see them on our red carpet! See you there too – remember to buy a ticket and support one of our chosen charities.

The countdown begins! Just over 7 weeks till Jock graces our screens. Can we have a drum roll please!

**Till then,
Kerry Liss
Production Supervisor**

Below - Ted Danson, voice of Pezulu.

