



2014 Brand Overview

New TV Animation:



ZORRO: THE CHRONICLES, is a CGI animated TV series produced by Cyber Group Studios, a French independent animation company founded by a team of former executives from The Walt Disney Company. This TV series marks the first CGI animated interpretation of classic Zorro. The first season of 26 episodes is set to debut in December 2014.



New Feature Films:



Columbia Pictures (Sony)

Another film, retelling the classic origin story, based on the critically acclaimed novel by Isabel Allende, is in development at Columbia Pictures under executive producers Walter Parkes and Laurie MacDonald and writer Chris Boal.

This swashbuckling adventure story reveals for the first time how Diego de la Vega became Zorro. Born in southern California late in the eighteenth century, he is a child of two worlds. Diego de la Vega's father is an aristocratic Spanish military man turned landowner; his mother, a Shoshone Native American Warrior

Boals' script will be more of a *Dark Knight*-style unveiling of the character with a new backstory, gritty realism and an emotional core.



Zorro Goes to Broadway:

The Olivier award winning Zorro: The Musical premiered on London's West End in Summer 2008 at The Garrick Theatre with an original score by the world renowned The Gipsy Kings. A huge success, it was nominated for five Olivier Awards, winning best actress.

"An insanely enjoyable musical"

Daily Telegraph

"A Swashbuckling Treat"

Headline, The London News.

"Bottom Line: Full of dash and charm, it's a grand night out"

Headline, The Hollywood Reporter

"Zorro is a Cut Above the Rest"

Headline, The Daily Telegraph

"Zorro will steal your heart -- this is one musical you must not miss"

Fox News

Directed by Christopher Renshaw (*Taboo, We Will Rock You* and the Tony award winning revival of *The King and I*). Olivier Award winner Stephen Clark wrote the show's book and lyrics. The Musical opened in the U.S. in 2013, at the Alliance Theater in Atlanta and will go to Broadway in 2015.



Previous & Current Major Productions:

London	Amsterdam
Paris	Tel Aviv
Moscow	Shanghai
Tokyo	San Paolo
Seoul	Bulgaria
Warsaw	Prague

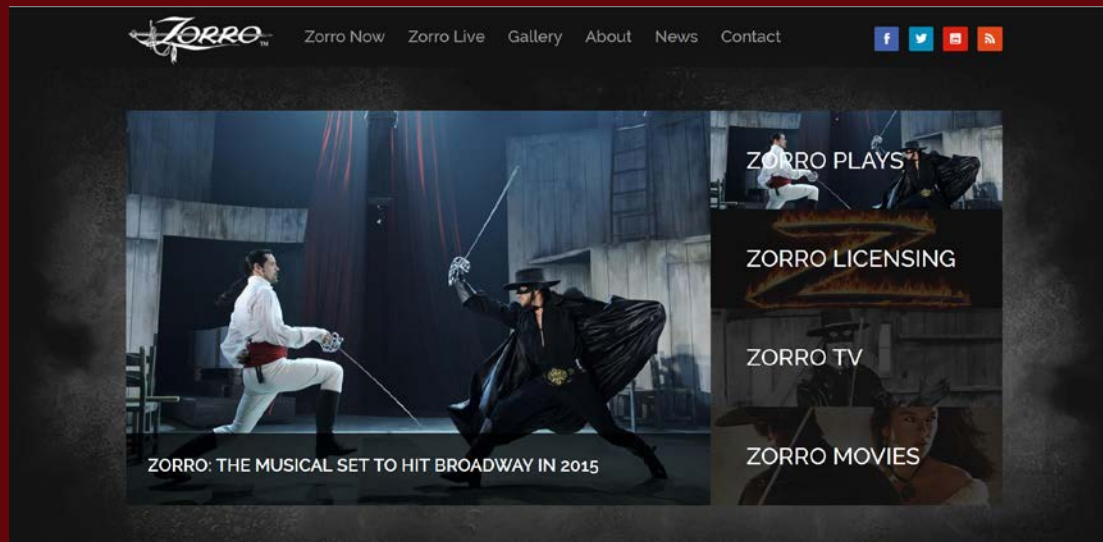
New Website



www.Zorro.com

Our website has been completely redesigned. It allows fans, agents and licensees to connect with Zorro in more ways than ever. New features include:

- Interactive galleries
- News blog
- Social media integration





Zorro is an instantly recognizable charismatic Latin hero with cross-generational appeal in both the Hispanic and general markets.

His name is synonymous with his mask, his sword, his whip, his trademark Z, and his powerful motto “Justice for All!”

Zorro means ‘Fox’ in Spanish which by definition is positively associated with:

A clever or crafty person.

An attractive woman or man.

To trick or fool by ingenuity.

To outwit by cunning.



Zorro Personifies:



Action Zorro's power is not in overpowering. He outwits his adversaries with agility and athleticism, cleverness and expert use of his rapier's blade.

Romance A classic romantic figure -- dark, mysterious, handsome, strong, yet tender and compassionate.

Heroism He defends the oppressed and rescues those in need -- but asks only for justice.

Humor Zorro toys with his enemies, teasing and cajoling with his sword, whip & wit.



Zorro is recognized internationally by his:

Mask

Whip

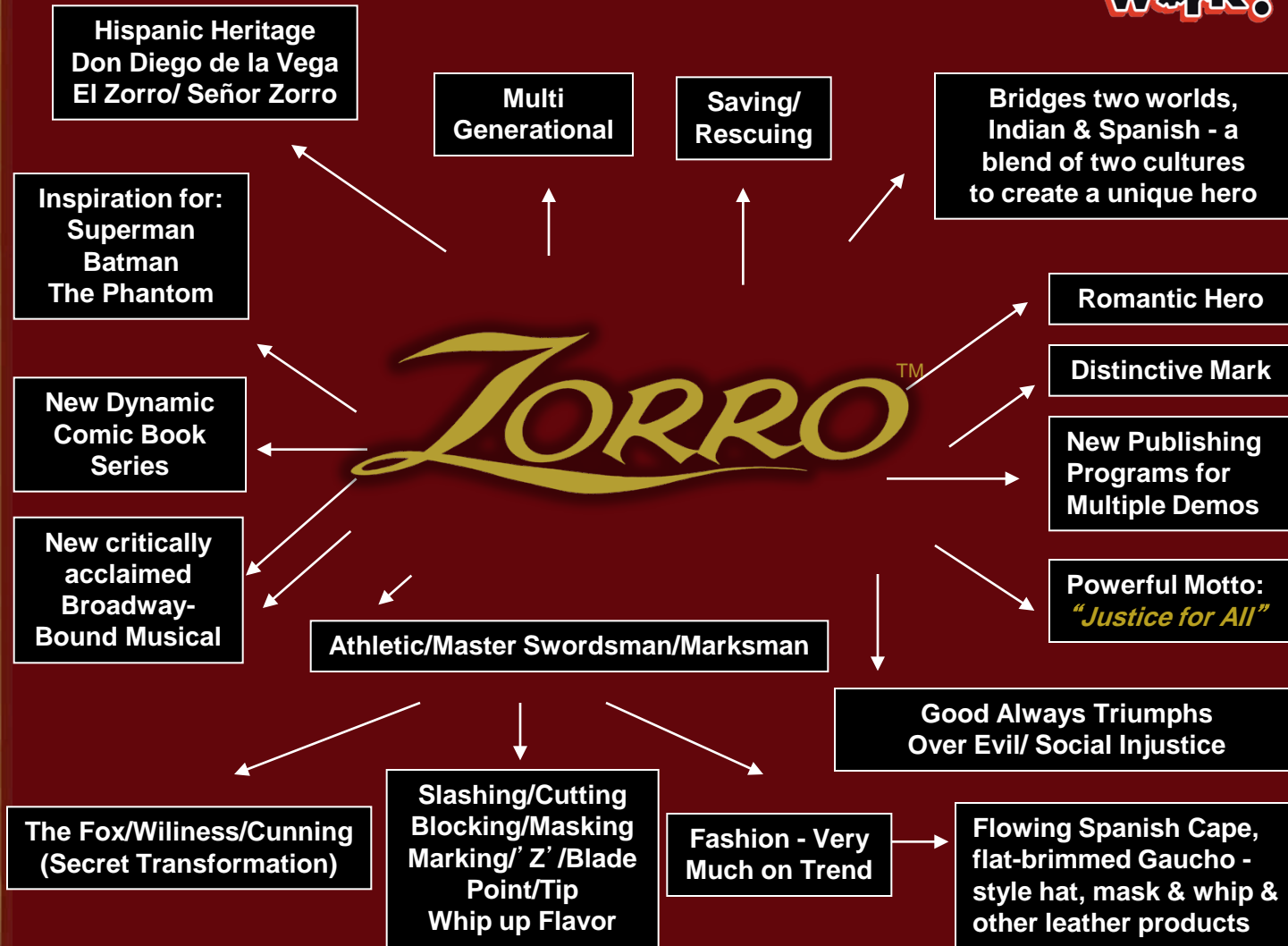
Sword

Horse

Mark 'Z'

Gauchos Hat

Brand Attributes:



Every Generation Has its Zorro:



For nearly a century, Zorro has entertained audiences with his powerful presence. He is instantly recognizable worldwide. Zorro is cross-generational -- appealing to seniors, baby boomers and today's youth. Zorro has captured the fancy of every generation since his humble beginnings on the pages of a pulp novel in 1919.

For decades, young and old alike around the world have been infatuated with this brave and gallant swordsman who rights wrongs and defends the weak and oppressed. Each generation identifies with its own iteration of Zorro and the actor who portrayed him, including but not limited to:

Antonio Banderas
Guy Williams
George Hamilton
Christian Mejer

Anthony Hopkins
Tyrone Power
Alain DeLon
Henry Darrow

Douglas Fairbanks
Duncan Regher
Frank Langella
Clayton Moore



Every Generation Has its Zorro:



- 10 Major Motion Pictures
- 11 Television Series
- 75 Stage Productions
- Thousands of Publications & Licensed Products

New advertising sponsorships and packaged goods -- including private label, and promotions -- are supported by Zorro Productions' on-going entertainment projects which include videogames, publishing, stage productions, film & television.



Motion Pictures:



Zorro is one of the most filmed characters in motion picture history. Nine major motion pictures (two are in development), plus five film serials and 37 foreign films have been produced.

The black-masked avenger became a screen legend when Douglas Fairbanks, Sr., portrayed him in the 1920 silent film, 'The Mark of Zorro.' Two decades later, Tyrone Power starred in a successful remake of The Mark of Zorro with Basil Rathbone and Linda Darnell. Republic Pictures also featured the character in five 12-chapter film serials beginning with Zorro Rides Again in 1937. In 1975, French actor Alain Delon appeared as the famous masked swordsman in another big-screen adaptation. The Mark of Zorro was remade again with Frank Langella in the mid-1970s. George Hamilton brought a humorous take to the character in 1981's Zorro: The Gay Blade.

1920	The Mark of Zorro	Douglas Fairbanks
1936	The Bold Caballero	Robert Livingstone
1940	The Mark of Zorro	Tyrone Power
1958	The Sign of Zorro	Guy Williams
1974	Zorro	Alain Delon
1974	The Mark of Zorro	Frank Langella
1980	Zorro, the Gay Blade	George Hamilton
1998	The Mask of Zorro	Banderas/Hopkins
2005	The Legend of Zorro	Antonio Banderas

In the past decade, Sony has produced two feature films 'The Mask of Zorro' & 'The Legend of Zorro' -- both with Antonio Banderas. Anthony Hopkins was in the first film.



Television:



DISNEY'S ZORRO

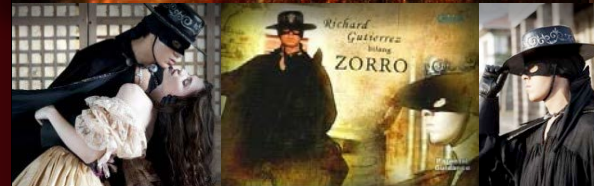
In 1957, Walt Disney introduced the Zorro television series, starring Guy Williams, which became one of the most popular shows of the Golden Age of Television. Over five decades, eleven ZORRO television series -- six animated and five live-action were produced -- including:

NEW WORLD'S ZORRO

Produced between 1989-1994 by an international co-production group which included American partners New World Television and the Family Channel, French partner Ellipse Programme and Germany's Beta TV. The series starred Duncan Regehr as Zorro

ZORRO, THE SWORD AND THE ROSE

Zorro, La Espada y La Rosa is a series of 122 one-hour live action produced in 2007 by Sony Pictures Television International and Zorro Productions, Inc. (ZPI) for Telemundo. Filmed in Bogota, Columbia and on location, this Spanish language telenovela aired Monday through Friday.



Television:

Zorro Productions has acquired the rights in the eighty-eight (88) half-hour live-action episodes of “Zorro” television series produced by New World Television for the Family Channel.

ZPI has recently inked a deal with Sony TV for worldwide distribution of the series.

The series, which ran from 1990-1992, was filmed entirely in Madrid, Spain and originally aired in 35 countries around the world. In 2013, the series aired on broadcast television stations via RTN, the Retro Television Network and Family Net as well as online via Hulu.

This series has a longstanding cult following. Legions of Zorro enthusiasts were thrilled with the A&E release of the complete series in a special edition 15 DVD box set currently in release.

The series stars Duncan Regehr as Don Diego de la Vega as well as his alter ego, Zorro. The series also stars Michael Tylo as Alcalde Luis Ramon. Henry Darrow played Diego’s father, Don Alejandro, in Seasons Two through Four. The role was played by Efrem Zimbalist, Jr. in Season One.



Publishing:



Zorro first appeared in Johnston McCulley's serialized novel, *The Curse of the Capistrano*. The author wrote 64 stories featuring Zorro in pulp magazines over a 40 year period. Since then, thousands of original Zorro works have been published, including:

HARPER COLLINS PUBLISHING

Harper Collins published **ZORRO**, a novel from internationally acclaimed writer, Isabel Allende, for the first time tells the story of how the young Diego de la Vega became Zorro. Her imaginative tale creates the historic legend with dramatic intensity. It weaves together Spanish history, California history, mythic folk tales, salty sea voyages, pirate adventures, Native American lore and more.

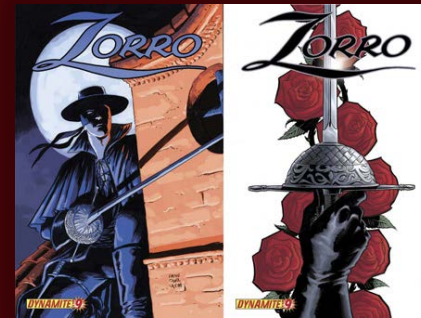
Inspired by Isabel Allende's Zorro novel, Harper Children's published **YOUNG ZORRO: THE IRON BRAND** in both English and Spanish. The story embellishes Allende's tale with adventures of Diego and his best friend, Bernardo, in their youth as they develop the skills necessary for the later exploits of Zorro, in the unique historical landscape of early Spanish California.



Publishing:

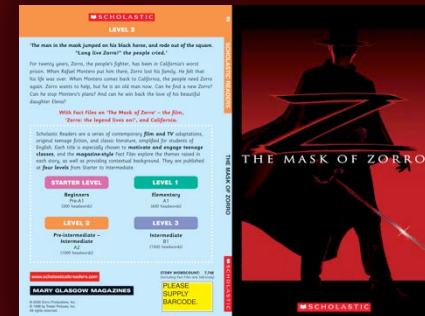
DYNAMITE ENTERTAINMENT

In 2013, DYNAMITE ENTERTAINMENT continues its successful original Zorro comic series with pulp action writing from Matt Wagner complemented by featured artist Francesco Francavilla. Wagner was nominated for two 2009 Eisner Awards, Best Writer & Best Cover Artist, for his work on Zorro. Renowned filmmaker, Quentin Tarantino, teams up with Matt Wagner on a 6 issue series *Django Meets Zorro*, with the first issue to be released in August of 2014.



SCHOLASTIC PUBLISHING

SCHOLASTIC PUBLISHING introduced an Audio CD adaptation of THE MASK OF ZORRO published in English & Spanish, with a 40 page adaptation and six page Fact File which develops themes from the story including a historical look at the Spanish colonization of California.



EDUCATIONAL PRODUCTS

Zorro Productions continues to seek licensees in the educational market for social studies, math, English as a Second Language and Elementary education.

Profiled in Magazines:



Zorro was featured on the cover of the March 2012 issue of Southern Gaming Magazine. The article showcases the new Zorro slot machine and highlights Zorro as one of Aristocrat's top performing titles of all time.

The Zorro model kit was featured on the cover of the February 2011 issue of Hobby Merchandiser Magazine. The magazine was distributed to 10,000+ attendees at New York Toy Fair and 75,000+ at Nuremberg Toy Fair.

Zorro Productions was profiled in a three page article in the May/June 2011 issue of Retail Merchandiser Magazine. Retail Merchandiser is a bi-monthly national business publication with more than 32,000 readers. Company profiles in Retail Merchandiser dig deep into the reasons for a company's success. These articles provide insight into how brands harness technology, specific management practices, and/or leadership qualities to achieve success.



Lifestyle Initiative:

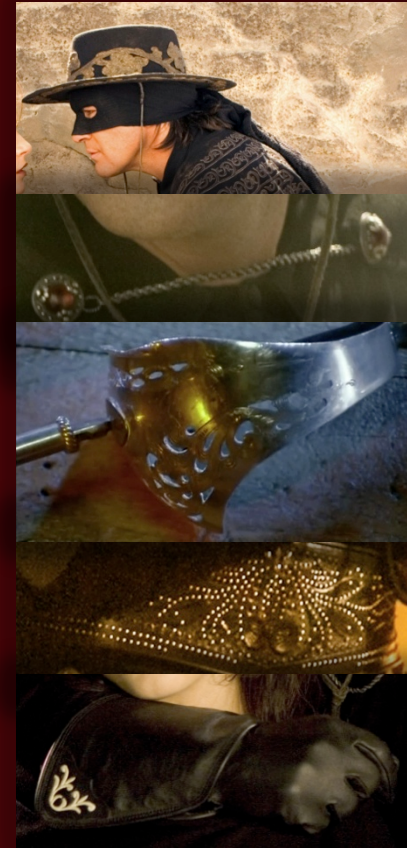


Zorro Production's new licensing initiatives position Zorro as a lifestyle brand. Affordable luxury, drawing inspiration from Southwestern, Spanish and Native American influences.

Ornate embroidery, etchings & carvings in rich mahogany, leather, velvet & silver are associated with the attire and furnishings of Diego de la Vega/Zorro. The intricate patterns inherent in Zorro's black apparel and silver accessories can be incorporated into vintage & contemporary designs. Artist & designer Ruben Procopio (Disney) has created contemporary apparel designs that will appeal to both the Hispanic and general markets.

Licensees have access to Zorro's rich content and art library that has grown consistently for nearly a Century offering multiple style options across all age demos.

Licensees are supported by Zorro Productions' on-going entertainment projects which include interactive games, publishing, stage productions, television and film. We help to facilitate cross-promotions among licensees.



Lifestyle Initiative:



Zorro leaves his mark in high fashion. Zorro was a staple of Hermes Spring 2011 campaign during Paris fashion week - featured prominently in runway fashions.

Zorro also inspired the Spring 2010 print advertising campaign for Chanel.

These looks are classic yet daring - standing out for their luxuriousness.



Lifestyle Initiative:



MARGARITA, COFFEE & COCOA DRINK MIXES

In 2013, **MCSTEVEN'S , INC.** introduced Zorro Margarita, Coffee & Cocoa drink mixes. The preeminent Latin hero, Zorro's signature mark is often displayed in the form of a flaming Z. These attributes and his heritage make Zorro a natural for hot & spicy chipotle flavored beverages.



Lifestyle Initiative:



ZORRO'S TACOS



A new chain restaurant, Zorro's Tacos, opened their first two locations this year in Wichita, Kansas.

Lifestyle Initiative:



SLOT MACHINES

Slot players across North America have enjoyed playing Aristocrat's original Zorro penny slot for many years, as it is one of the company's top-performing titles of all time. Aristocrat has brought the legend back in an even bigger and better way with Zorro: The Legend Returns.

Zorro: The Legend Returns is the first game Aristocrat introduced under the new game category, VIRIDIAN Hybrid with Active Reel Technology. This new line of games has the potential to feature a five-reel stepper base game, a full screen video and a three-reel stepper bonus all in one game. This amazing technology allows for an incredible amount of interactivity for the player.

This new Zorro slot has three standalone progressive jackpots, a symbol-triggered progressive jackpot feature, and four additional bonus features. Stunning graphics stretch top to bottom of the screen, and exciting sounds surround you.



Lifestyle Initiative:



DEBIT CARDS

In 2013, Card.com introduced Zorro pre-paid VISA cards. There are over 10 different Zorro styles available.



Halloween Costume:



Rubie's Costumes

Since 2005, Rubie's has been the official licensee for Zorro costumes worldwide. Rubie's manufactures dozens of costumes and accessories for men, women and children.



Commemorative Sword & Revolver:



Albion Swords, Ltd. has developed a sword as an authentic and romantic commemoration of Zorro®, based on extensive research as a family heirloom, marked with the historical family crest and motto of the historical de la Vegas of Asturias, Spain. \$2,940



America Remembers has created a single action revolver that captures the mystery, adventure and romance of the Zorro Legend. Decorated in sparkling 24-karat gold and nickel over a blued steel canvas, resulting in a remarkable firearm reminiscent of Zorro's adventures in the Republic Series. \$1,995



Online Game Costume:



HERO ZERO

In 2013, fans of the online game Hero Zero were able to equip their characters with items of the beloved masked avenger. ZPI collaborated with European Games Group AG and Iconicfuture to enable Hero Zero's 10 million players worldwide to purchase items like Zorro's mask, sword and whip.



Model Kit



Atlantis Models released a limited edition reissue of the famous Zorro model kit originally produced by Aurora Models in 1965 bringing a classic model kit back to life. Collectors seeking a rare original kit in mint condition can expect to pay as much as \$500.

The new Atlantis kit was featured on the cover as well as a feature article in the February 2011 issue of Hobby Merchandiser Magazine which was distributed to 10,000 attendees at the New York Toy Fair and 75,000 attendees at the Nuremberg Toy Fair.



New Collectibles:



Triad Toys released the 12" Zorro Deluxe 1/6 Scale Collectible which has 35 points of articulation & features full cloth fabric outfit with wired cape for posing, real leather boots, fully functional metal spurs, full metal sword & wired whip for posing!

Zorro will ride once again to fight against tyranny, soldiers and evil-doers for yet another generation with this all new collectible figure.



TRIAD
TOYS AND COLLECTIBLES

New Collectibles:

Zorro® Knives sold in Collectible Tins



CA8475



CA8476



CA8477



HAND-CRAFTED
IN THE
USA

Zorro® Collectible Lighter



New Website:



ZORRO.COM

In April 2014, ZPI launched a major update to www.zorro.com, making it mobile and tablet friendly, giving it interactive galleries and regularly updating news posts.