



Portfolio Entertainment Reaches For The Stars With New Horoscope Themed Animated Series Based On Web-Based Property, The Zodiac Girlz

For Immediate Release

TORONTO/EWORLDWIRE/Feb. 14, 2006 --- Portfolio Entertainment has acquired the television rights to the popular Web-site, The Zodiac Girlz(R), created by the Los Angeles based branding and web powerhouse, 3 Muses, LLC.

Portfolio's award winning team (Carl2 and RoboRoach) plans to base its animated action, adventure series on the twelve, astrologically inspired, Zodiac Girlz characters whose following on the Internet has reached epic proportions with more than 400,000 visits per month. Together the two companies will chart a course for cosmic adventure as these sassy girls deal with teen angst and epic adventure using unique powers drawn from their astrological signs.

Portfolio's just released series Carl2 turns the red hot topic of cloning into a comedic series about a lazy teenager who seeks relief from the drudgery of life by ordering a clone from the Internet. The company has a penchant for seizing pop culture hot buttons and turning them into funny "must see" television for kids. Its plans for Zodiac Girlz are no less ambitious and its collaboration with the Web savvy 3 Muses is a bold initiative intended to shuttle kids back and forth from the Web to their television sets.

3 Muses brings its expert knowledge of branding and web content to the collaboration. Their ZodiacGirlz.com online fans write over 30,000 letters a month, play custom games, send e-cards and get advice from their favorite Zodiac Girl. The site has become a destination spot for tween girls. 3 Muses has also launched a doll line, "The Cosmic Friendship Collection," featuring the Zodiac Girlz as a collectible play line.

About 3 Muses, LLC

3 Muses, LLC was started by two energetic, young, entrepreneurial women who wanted to give something positive and fun to young girls. The Zodiac Girlz characters inspire being yourself, having self confidence and celebrating diversity while exploring the entertaining side of astrology.

For more information, visit www.3muses.com.

About Portfolio Entertainment

Founded in 1991, Toronto-based Portfolio Entertainment is one of Canada's leading independent producers and distributors of bold, award-winning television programs for kids, teens and adults including the hit series RoboRoach. Co-founders and presidents, Lisa Olfman and Joy Rosen, are the recipients of the 2003 Rotman Canadian Woman Entrepreneur of the Year Award for Export Excellence and were featured in Animation Magazine's 25 Rising Women in Animation.

For more information, visit www.portfolioentertainment.com.

HTML: <http://newsroom.eworldwire.com/wr/021406/13779.htm>

PDF: <http://newsroom.eworldwire.com/pdf/021406/13779.pdf>

ONLINE NEWSROOM: <http://newsroom.eworldwire.com/308061.htm>

LOGO: <http://newsroom.eworldwire.com/308061.htm>

CONTACT:

Portfolio Entertainment
Lisa Olfman
President
110 Eglinton Avenue East, Suite 602
Toronto, Ontario
Canada M4P 2Y1
416-483-9773
lofman@portfolio-ent.com

3 Muses, LLC
Rosina Rothman
Creative Director
13263 Ventura Blvd., Suite 10
Studio City, CA 91406
818-784-5110
rosina@3muses.com

KEYWORDS: animation, television, tween, Zodiac, Girlz, Portfolio, Entertainment, 3 Muses

SOURCE: Portfolio Entertainment