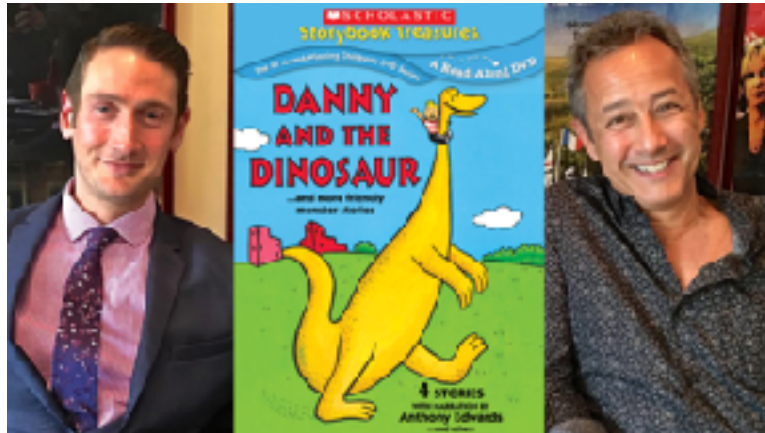


*'Danny and the Dinosaur' Movie in Development at Branded Pictures*

*Dave McNary - Film Reporter - April 2017*



Veteran producer J. Todd Harris and Marc Marcum are launching a live-action/animated movie version of the 1958 children's book "Danny and the Dinosaur" through their Branded Pictures Entertainment.

The light-hearted Syd Hoff story starts with a boy named Danny befriending a good-natured dinosaur at a museum with Danny riding out of the museum on the dinosaur's neck. The two then spend the day together playing, going to the zoo, having ice cream and letting other children use the dinosaur as a slide.

The company has optioned all non-publishing rights to "Danny and the Dinosaur," which has sold more than 10 million copies. The script has been adapted by David Bowers and writing team Brian Sawyer and Gregg Rossen.

"The writers have transformed this wonderful book series into a vehicle for a top comedy talent," said Harris, who has the title of president. "We see the feature version of 'Danny and the Dinosaur' as the linchpin to a franchise that can play for movies, TV and stage with an accompanying host of licensing and merchandising opportunities."