



Dear Friends of Kevin and the Kingdom of the White Lion Tourism.

To those that have recently subscribed welcome, we hope you will find our quarterly newsletters both interesting and informative.

We have been really busy with many exciting projects over the last few months and apologise for not having news out to you sooner, especially those that joined our subscriber list over the past few months and haven't yet received a newsletter to date.

Our feature film "White Lion...Home is a journey" was launched on DVD in South Africa in June and the sales and rentals through our local distributor Ster Kinekor have been really successful so far. South African's wanting to view our film can either rent it from their local video store or purchase their own copy through leading retail stores.



On the international front...Kevin's visit to the Canne Film Festival was really fruitful and we were very proud to have received applause at the end of the screening of our film to buyers from all over the world. This is apparently something that seldom happens when screening to buyers at a festival. Some international deals were sealed and international followers can expect to see the film in their cinemas or on their television screens soon.

The film was also screened at the Seattle International Film Festival , one of the largest festivals in the United States that receives around 140 000 audiences over the 25 days of the festival, where around 250 features as well as 125 short films are screened. We are pleased to announce that "White Lion...Home is a Journey" was also very well received at this festival.



The US market is scheduled for an October 2010 theatrical release which will start off small in three cities with an intense marketing campaign which will include a promotional campaign at local zoos in those cities. Then depending on the success they will hopefully roll out into other cities. Once we have more information on the exact cities and dates we will definitely keep you informed.

Other countries where deals have been signed are in France, Germany, Belgium, Netherlands, Luxemborg, Australia, Italy and the Middle East. Some will be theatrical and others will go straight to television and DVD.

One way or another, we hope to bring the film to as many people across the world!



(Letsatsi oblivious to the camera...a true movie star)



The film has been growing from strength to strength and has been invited to participate or compete in many upcoming international film festivals like the Lucas International Children's Film Festival held in Frankfurt from the 5th to the 12<sup>th</sup> September 2010, The Buster –Copenhagen International Children's Film Festival held in Copenhagen from the 9<sup>th</sup> to the 19<sup>th</sup> September 2010, The London Children's Film Festival held in London from the 30<sup>th</sup> October to the 7<sup>th</sup> November 2010. The one we are most excited about is the invite we received to compete in the prestigious Cinekid International Film Festival in Amsterdam from the 20<sup>th</sup> to the 29<sup>th</sup> October 2010 where Kevin has been invited as a guest speaker as well.



After the Canne Film Festival, Kevin went on to London to meet up with various agencies that specialise in gap years and volunteer travel. We are pleased to announce that we have partnered up with the reputable STA Travel who is the largest travel organisation for students and young people offering a great range of deals and inspirational ideas for gap year or volunteer experience travel. We will still be providing our volunteer package on our website which includes some extra activities. The STA Travel package is another “no frills” option which we have included to expand further into the market.



We have been trying to find an easier way of selling our merchandise to the international market and decided on using the Paypal payment method which seemed to be the preferred choice of payment from our international clients. In the interim we apologise for any inconvenience you have experienced not being able to make purchases while we have been converting onto this payment option. Our conversion onto Paypal is almost complete and we should be up and running to receive international payments in a smooth and effective manor shortly.

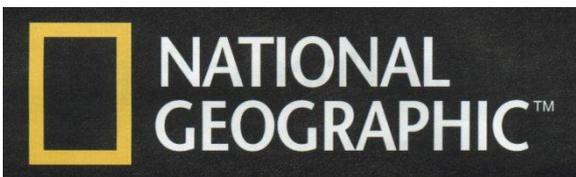
For the local market we unfortunately cannot run two payment systems and will have to remove the Payfast payment method we are currently using. However, all our DVDs are being distributed through



Ster Kinekor at leading retail stores. Kevin's biography "Part of the Pride-My Life Among the Big Cats of Africa" is also available to South African's in leading retail stores. For the clothing line we will have available online shortly, we will take e mail requests from the local market which will be payable via EFT. We hope that this new method will be easier to make purchases for both our valued local and international clients.



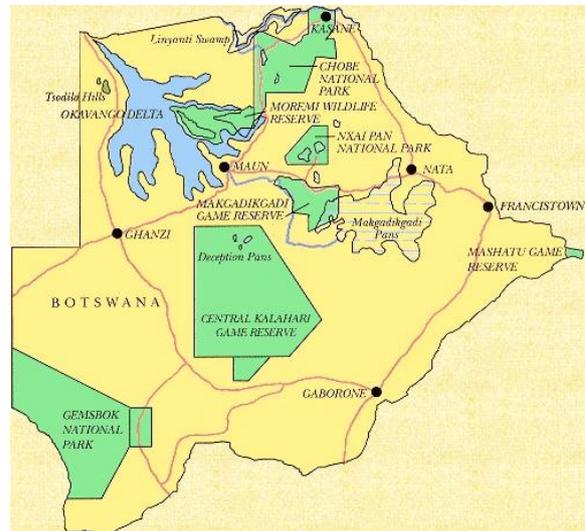
In our previous newsletter we mentioned that we were exploring launching a range of postcards, gift cards and calendars. We have decided to hold back on this until the clothing line is up and running smoothly as the retail side is still new to us.



In our previous e mail we mentioned that Kevin was working on a new project but we were unable to disclose what it was. We are now able to tell you the exciting news that Kevin has a new three part series called "The Lion Ranger" coming out on National Geographic Wild starting with a release in the US this September 2010. The show will air on the 6<sup>th</sup>, 13<sup>th</sup> and 20<sup>th</sup> September 2010 and they are three separate episodes with different content.

The potential for a future series after this is dependent on the viewer ratings so we urge you to please kindly tell as many friends and family members to tune in and watch the shows.

For those in other countries do not despair the series will roll out into other countries after its launch in the USA.



(A map illustrating the location of the Okavango Delta in Botswana)

Kevin has some upcoming reces to the Okavango Delta and the Liuwa National Park in Zambia. He will be exploring the potential for some new and exciting ideas that will be included in a future series.

The Okavango Delta is one of the world's largest inland water systems. It's headwaters starts in Angola's western highlands, with numerous tributaries joining to form the Cubango river, which then flows through Namibia (called the Kavango) and finally enters Botswana, where it is called the Okavango.

The delta has large numbers of animal populations making it a great tourist attraction.



(A map illustrating the location of the Liuwa National Park in Zambia)

The Liuwa National Park is a remote park in the far west which consists of pristine wilderness, which to the ardent bush lover makes it its biggest attraction. It is well known for its single female lionesses that has been hunting and surviving, alone for a number of years until recently when some other lions were introduced into the park.

We also mentioned our potential involvement in a new initiative called the Predator Protection Plan.

Our captive ambassadors at The Kingdom have been asked to assist in the testing of new GPS Satellite collars which will later be used in research being done in the wild. A company prototyping collars for the Predator Protection Plan has asked if these new collars can be tested for their battery life and robustness on our animals including lion, spotted hyena and leopard.

The technology for these new collars is the same as that used by recovery companies for motorbikes.

The beauty of using this technology is that it makes the collars lighter due to a new technology which uses kinetic energy like that used in some watches. This charges the battery when the animals move giving it an extended battery life. Battery life has been a problem in the past as collars need to last between two and three years once placed on an

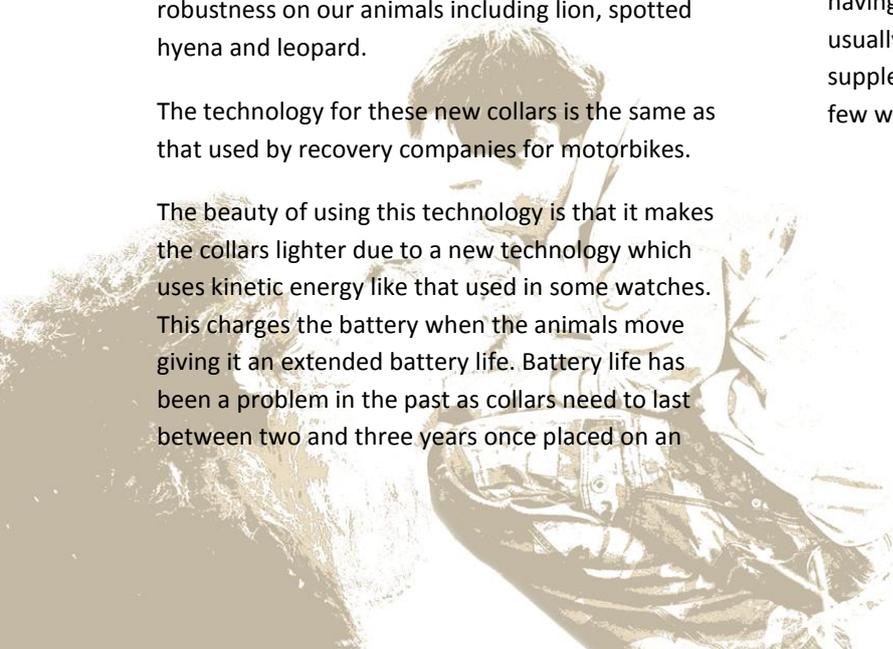
animal. Everyone at The Kingdom is very excited about contributing to research and conservation in the wild!



On the farm front we have been in negotiations with our neighbouring farms to drop our fences which will create a larger grazing area for our herbivores of approximately 1500 hectares and create a greater conservation area.

We are pleased to feel the warm air again after struggling through winter and having to supplement feed our herbivores with lucerne and "bos kos", an Afrikaans name translating to bush food which is basically a pellet made from various grasses and leaves.

Our Wildebeest mothers who gave birth late in the season are looking a little worse for the wear after having to lactate early on in the winter which is not usually the case. We are hopeful that this supplement feeding will pull them through the last few weeks of winter.





Our nyalas are also doing exceptionally well and have given birth to two more babies since we last updated you. The babies are settled in and happy and we are even able to feed them out of our hands because they have become so habituated.



(The new male giraffe exiting the truck)



(Our new male giraffe that is still to be named)

Our two female giraffes Jasmine and Spice who have been bachelorettes for some time now were excited to welcome our new four year old male.

Our younger hyenas are outgrowing the nursery area. It has become necessary to plan and build a new predator enclosure that meets their requirements. This is always a costly and stressful exercise.

There have been many more dramas in the past few months as far as the predators are concerned but we are limited to tell you what those are. You will just have to watch "The Lion Ranger" series on National Geographic Wild.

## facebook

Some other exciting news is that our personal facebook page as well as one created by a fan has collectively reached almost 20 000 fans. A big thank you to all Kevin's loyal fans that have been supporting him over the years☺



(The truck delivering the male giraffe-he was so tall his head stuck out)



Our next residents we would like to introduce to you are Meg and Ami. These two sisters are 8 years old and have been with Kevin since they were babies.

Meg, the more boisterous of the two is very confident and definitely the more outgoing of the two. She is known for her swimming with Kevin which has been shown in images which have done the rounds around the world.



(The picture that has circled the world and made Meg famous)



(Meg enjoying a refreshing swim with her pal Kevin)

Swimming is definitely something that lions do not generally like to do. So Meg's trust and confidence in Kevin is clearly visible in her love of swimming with him.

Ami on the other hand is more reserved than Meg and not as outgoing as her sister.



(Believe it or not this is play; they aren't going to eat him)

Kevin has likened their natures to Tau and Napoleon. Tau is more reserved and Napoleon has always been more boisterous. It is amazing to see that two lionesses raised in exactly the same way can be so different. This is something close to Kevin's heart. He has been trying to show how different lions can be in personality as humans are.

I almost forgot to mention these crazy sisters share their home with a jaguar known as Jade. This is a very unusual situation but they have grown up together.





Finally, I will end the newsletter off with some pictures of our “cub” Tyler who everyone always wants to see updated pictures of.



(Meeting Becky with dad at the farm)



(Bath time is such fun)



(Sitting in the plane because Mommy is too scared to let me fly)



(Tyler and his favourite dog Dakota)



(Not quiet big enough to ride my bike but clearly following in Daddy’s footsteps)

We value your feedback and recommendations and would love to hear back from you on how we can improve our newsletter and website.

