



Journey

A Quarterly News Bulletin from Odyssey Pictures Corporation

Winter 2012



John Foster
CEO

Well, it's been quite ride since we launched the premier of edition of "Journey" a few months ago. We not only acquired the feature film rights to a famous children's literary franchise, "Hank the Cowdog," we officially started preproduction on it. We're also proud to have veteran industry executive Ralph Boral join us as our COO/Executive in Charge of Production. He's a very experienced professional and a great addition to our senior management team. We're also very close to launching our social media marketing site, Push 'N Post, which we think is going to be a game changer for Odyssey and the industry at large.

Pre-Production Underway on "Hank the Cowdog"

Odysey has begun pre-production on the feature animation version of "Hank the Cowdog," a highly successful children's literary franchise about a smart-aleck canine who heads security on a West Texas ranch.

The company plans to complete "Hank the Cowdog" over the next year at a pair of Odyssey affiliated animation facilities -- CAT Studios and ORG Studios USA.



Odyssey had acquired the film rights late last year to "Hank the Cowdog" from Rising Star Studios. The property is based on the

well known series of 58 mystery novels and audios written by rancher John R. Erickson. He started writing the books

***"We've been approached by producers before, but Odyssey impressed us with their understanding of the genre and their solid sales and marketing strategy..."** – John Erickson*

while he was on cattle drives in the Texas Panhandle and began to publish short stories in 1967 while working full-time as a cowboy, farmhand, and ranch manager in Texas and Oklahoma. "Hank the Cowdog" is based on dogs Erickson worked with on the range. The series has sold more than 7.5 million copies.

Odyssey Hires New COO/Exec. in Charge Of Production

Odyssey has hired production and finance veteran Ralph Boral as the company's Chief Operating Officer and Executive in Charge of Production. The company made this senior level hire in light of its growing activities in global licensing, finance and film production.

He is responsible for overseeing day-to-day operations, new technology development and capital planning. He is also coordinating all production activities and is the producer of record for Odyssey's current animated feature film in pre-production, "Hank the Cowdog."

Boral began his career in 1988 as Business Manager of NBC News, later moving up to become Director of Finance, Systems and Special Projects at NBC. He then took a job as Senior Producer with Fox News Channel. In 2004, he was recruited by regional film studio, The Film Foundry, as Chief Financial Officer, where he coordinated the financial and administrative functions of fifteen different entertainment companies. During this time, he simultaneously managed The Film Foundry's full-service animation division, GlueWorks Animation, where he produced the award winning and highly successful DVD series, "Hermie & Friends."

"I'm honored to join Odyssey and to be part of a core team that is delivering great content across traditional and emerging interactive platforms," remarked Boral.

Forward-Looking Statements

Certain statements contained herein are forward looking. These forward-looking statements are based on our current expectations and are subject to a number of risks, uncertainties and assumptions. Many factors could cause actual results to differ significantly from these statements, including our history of operating losses, our need for additional financing, a failure of our products to perform as expected, introduction of competing products by other companies, pressures on prices from competitors and/or customers, regulatory obstacles to new product introductions, lack of acceptance of our products and technology changes. These risks, uncertainties and assumptions are detailed in documents filed by us with the Securities and Exchange Commission. The Company cautions that the foregoing list of important factors is not exclusive. Any forward-looking statements are made as of the date of the document in which they appear. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.

About Odyssey

Odyssey Pictures Corporation (OPIX:OTCQB) provides diversified professional services to global media & entertainment markets. Odyssey's lines of business include: producer's representative services, entertainment finance, corporate brand marketing and IPTV digital content delivery.

Odyssey In The News

- **SCREEN DAILY** highlights **Odyssey hiring Ralph Boral** -- January 9, 2012
- **VARIETY** features **"Hank the Cowdog" news in front page story at AFM** -- November 5, 2011
www.odysseypix.com/Media_Room