



## **Knightscope Media to Leverage Library Content Revenues Through New Deal with ICAP Media**

**TORONTO, ONTARIO--(November 2, 2011)** - KNIGHTSCOPE MEDIA CORP. (TSX VENTURE:KC.A)(TSX VENTURE:KC.B) ([www.knightscope.com](http://www.knightscope.com)) ("**Knightscope**"), a leading Canadian distributor of family entertainment, announced today that its newest subsidiary, Knightscope-Ellis International Inc. ("**Knightscope-Ellis**"), has executed an agreement with LA-based ICAP Media LLC ("**ICAP Media**") to release 500 catalogue titles internationally. The titles will have their first market launch at the American Film Market in Los Angeles beginning today. The Ellis Library, containing some of North America's best known nature programming, continuously sells to broadcast and DVD markets globally. Through ICAP MEDIA we believe the library will also begin to attract greater digital licensing opportunities.

Leif Bristow, CEO of Knightscope said, "This represents an excellent opportunity to expand on our strategic relationship with ICAP Media and leveraging the global returns from our catalogue, which has historically been only a TV revenue generator." Said Robert Yu, Senior Vice President of ICAP Media, "The Knightscope-Ellis catalogue is a perfect fit with our objective to be among the pre-eminent family entertainment players in the business."

ICAP Media is a rapidly growing media powerhouse uniquely positioned to broker entertainment libraries to the biggest content distributors and to the largest network of media buyers on the planet. It is a wholly-owned subsidiary of ICAP Plc, a multi-billion dollar UK-based financial company publicly traded on the London Stock Exchange.

Knightscope's strategy going forward is to focus on licensing its proprietary content to third parties, converting its proprietary content to digital applications and Apps in order to participate through such portals and platforms as iTunes, iPhones and iPads, in the growing rental and purchasing of content in the digital platforms, outsourcing to save on internal costs, and moving away from traditional DVD manufacturing and fulfillment for third parties into the world of multi-platform digital content.

Knightscope-Ellis is the television production and distribution arm of Knightscope, set up following the acquisition of the television library produced by Ralph and Stephen Ellis from 47-year old Ellis Entertainment in January, 2011. With over 200 awards to its credit, the Ellis Library features hundreds of hours of prime time factual entertainment with a strong focus on wildlife and natural history, including over 200 hours under the Profiles of Nature banner.

The TSXV has not reviewed and does not accept responsibility for the adequacy or accuracy of this release or the information contained herein.

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### **About Knightscope Media Corp.**

Knightscope is a fully integrated entertainment company specializing in the distribution, creation and financing of live action feature films and television productions. The Canadian company offers family-friendly third party and proprietary film and television content through its Knightscope Family Films brand.

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