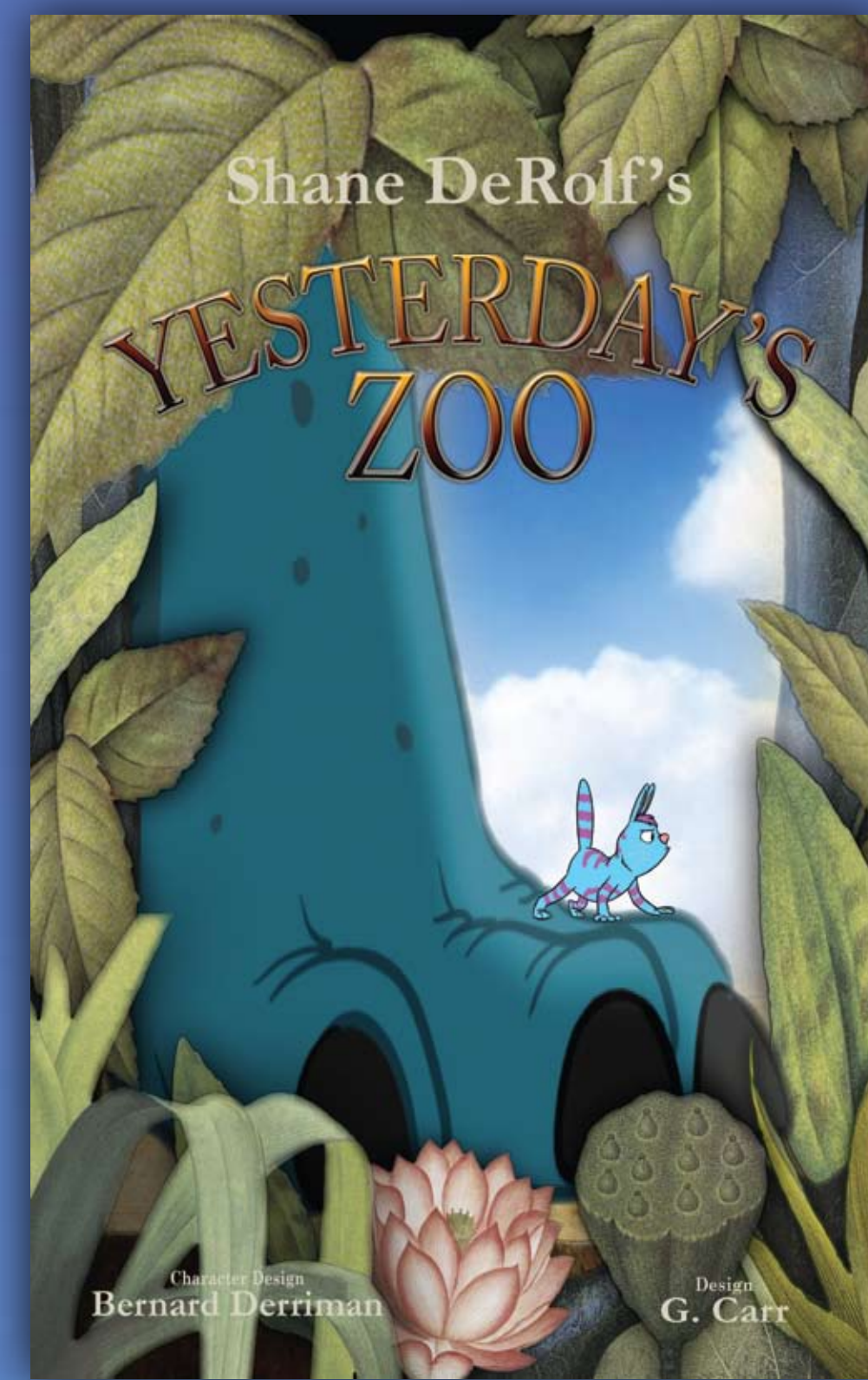


Yesterday's Zoo Children's Book



Yesterday's Zoo begins and ends with a dream. It is a dream shared by all the extinct animals since the beginning of time for their brothers and sisters of today.

In a countdown beginning with Ten Dinosaurs and ending

with One Final Thing, this dream is also a message for us---a message of hope and survival for those unable to deliver it themselves.

Yesterday's Zoo connects our past with our present in a simple yet powerful way while reminding us there is still hope for tomorrow.

Yesterday's Zoo™ PSA Campaign

Two-minute animated PSA written and produced by Emmy award-winning team of writers, animators and composers



Offered to zoos, aquariums, and non-profits committed to conservation to use as part your marketing and fundraising strategies

Customized "call-to-action" link at the end of the PSA (with your logo and message) takes the viewer to the donations page of your website

Shane DeRolf's

YESTERDAY'S ZOO™

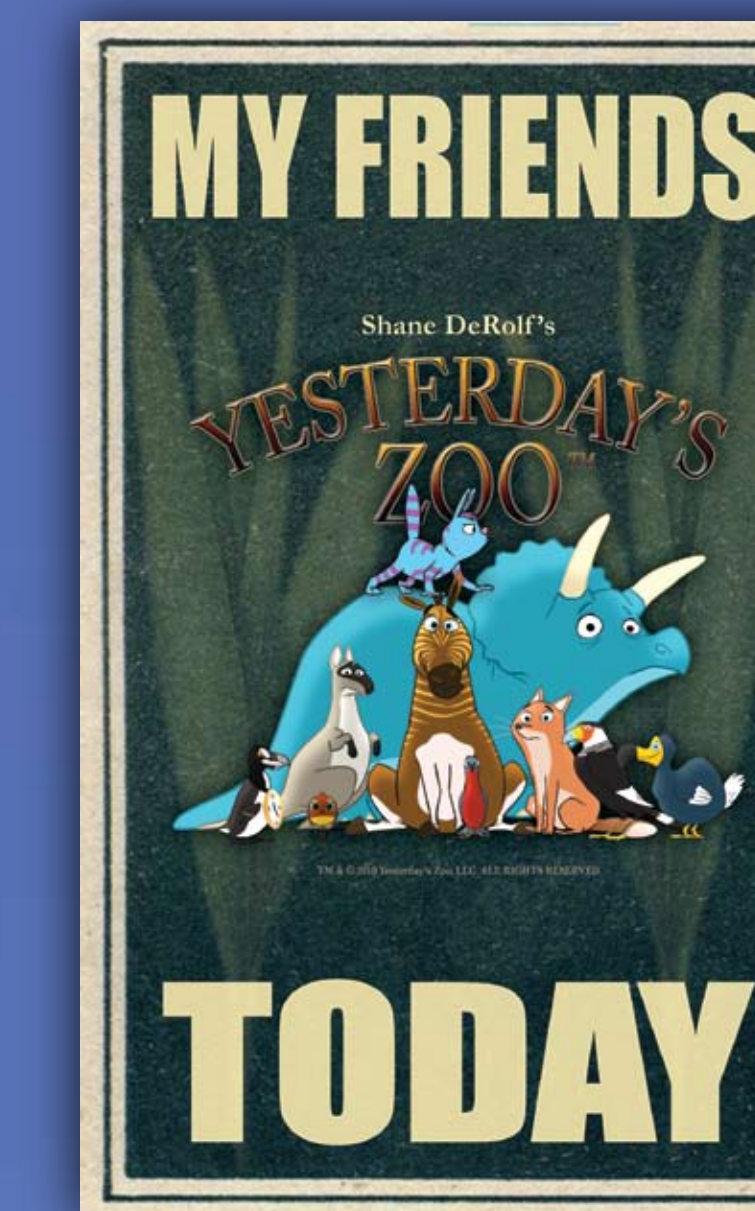


MEDIA AS A MARKETING & FUNDRAISING TOOL TO PROMOTE CONSERVATION, INSPIRE DONATIONS, AND GENERATE REVENUES FOR YOUR ZOO OR AQUARIUM

www.YesterdaysZoo.com

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My Friends Today™



Grassroots marketing and PR campaign designed to engage and inspire kids to promote conservation using media and the arts with a focus on endangered species at their local zoo, aquarium, or non-profit.

The Zooby™ Awards

The Zooby Award represents the highest level of personal or collective achievement in promoting conservation using media and the arts. *And it's just for kids!*



Merchandising & Licensing



A wide range of Yesterday's Zoo merchandise is available for resale in gift shops, online, and through direct mail to support your Yesterday's Zoo initiatives and generate revenue.

Product licensing opportunities for zoos and aquariums interested in manufacturing their own Yesterday's Zoo products are also available.

commercial member

ASSOCIATION OF ZOOS & AQUARIUMS