

June 21, 2006

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2006-06-21

Nerd Corps Lines Up Broadcast, Merchandising Partners for Storm Hawks

VANCOUVER, June 21: Cartoon Network has scooped up Nerd Corps' *Storm Hawks* for the U.S., U.K., France and Latin America, with MGM taking North American merchandising rights and select TV and video rights and Spin Master coming on board as worldwide master toy licensee.

MGM, in addition to becoming North American licensing agent, will distribute the series outside of Western Europe and North America. The latest round of deals follow the sale of the show to Canadian broadcaster YTV.

"The appeal of *Storm Hawks* for Cartoon Network UK, France, Latin America and US is its perfect mix of action and comedy, combined with visually stunning animation," says Cecilia Persson, the VP of programming, acquisition and presentation at Cartoon Network Europe, Middle East and Africa.

"The series' character-driven stories and incredible action





sequences lend themselves extremely well to platforms such as video games or toys, giving kids the ability extend the *Storm Hawks* fantasy offscreen," adds Ken Faier, "El Presidente" of Nerd Corps. "With its passion for the property and reputation as an innovator and groundbreaker in the toy industry, Spin Master is well positioned to take full advantage of everything the series has to offer. Add to that the combined reach and depth of experience that MGM's licensing team and distribution arm brings to the table, you have all the ingredients for Storm Hawks to become a truly global brand."

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