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Nerd Corps Signs Disney Deal



Nerds Corps signed a deal to broadcast its original comedy action series "Sluggerrainea" on Disney XD channels in the U.S. and globally.

"Sluggerrainea" is a 3D-animated HD series, geared for boys 6-12-years-old and will debut next year. Nerd Corps will retain terrestrial rights, and is in discussions with multiple partners to extend into categories such as toys, interactive, publishing and other long-lead categories.

Nerd Corps has tapped industry veterans to Juli Boylan (former svp, Sony Consumer Products), Mark Matheny (president and CEO, Global Brands Group, Singapore) and Peter Maule (VP worldwide home entertainment and digital media, Corus Entertainment) to help build a retail and merchandising strategy, launching this week at Licensing International Expo.

"It's just a great fantasy world to spend time in," says Ace Fipke, series creator and chief executive officer of Nerds Corps. "There's comedy, there's excitement and battle, and on top of that you have an arsenal of live ammo—little slug buddies that you get to shoot out of high powered slingers. And they magically transform into ferocious battle beasts to help you beat the bad guy. What more could a kid want?"

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