



## Disney XD set to slug it out with *SLUGTERRAINEA*!

- Nerd Corps Entertainment announces television deal for new boys action franchise
- Slugterrainea launches at Licensing International Expo in Las Vegas; Nerd Corps unveils its licensing strategy

**Vancouver, Canada (June 9, 2011)** - Nerd Corps Entertainment today announced that their latest original comedy action property *Slugterrainea* has secured a television deal with **Disney XD** channels around the world. The deal grants Disney XD cable rights for the US and globally, with Nerd Corps retaining terrestrial rights for rest of world. The 39 x 22 minutes adrenaline-fuelled 3D animated HD series is currently in development for a 2012 airing. In order to fully support the launch of the franchise, Nerd Corps has tapped industry veterans Juli Boylan, Mark Matheny and Peter Maule to assist the team with retail and merchandising strategy and help launch the show at Licensing Expo.

**SLUGTERRAINEA** is an epic sci-fi action-adventure series set deep underground, where the ammo's live (literally!) and only the quick survive! In this luminous, high-tech, underground world every cavern holds a new adventure, a new battle and all the weird little slugs to be discovered!

Elias Shane is determined to be the greatest SLUGSLINGING hero of them all! Only by collecting, training and dueling with little critters called SLUGS can Elias and his team hope to defeat the forces of evil. Did we mention the part where the slugs transform into powerful magical beasts when they're fired out? That part's awesome.

The story follows Elias and his crew as they explore the caverns, challenge rivals and each other to friendly duels, upgrade their cool gear, and generally have a blast in this never-before-imagined underground world! But there is a very real threat to the world; Dr. Blakk is seeking to "ghoul" the slugs, transforming them into feral mindless weapons! No one has been able to stand up to Blakk's powerful slugs and army of henchmen... until now!

"It's just a great fantasy world to spend time in," says Ace Fipke, CEO and Supreme Commander at Nerd Corps and series creator. "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?"

Ken Faier, el Presidente of Nerd Corps Entertainment added, "Disney XD has seen considerable increases year on year since they launched, and we're very excited that they are so on-board and recognize the potential for this show to have a massive appeal, one that we believe will reach beyond television. The world is deep and rich, and most importantly, fun. We know kids are going to want to enter this world and learn how to slug it out everywhere they can!"

To that end, Nerd Corps is launching the property at the Licensing International Expo this year, and has tapped seasoned executives Juli Boylan, Mark Matheny and Peter Maule as advisors to work with the team and help shore up licensing and merchandising strategy and retail management. Boylan hails from Sony Consumer Products, where she was SVP Global Licensing, following a stint at Warner Bros. Consumer Products. Matheny was most recently President & CEO of Global Brands Group out of Singapore, after spending many years also at WBCP. Maule was VP Worldwide Home Entertainment and Digital Media and Licensing: The Americas at Corus Entertainment.

Nerd Corps is in discussions with several partners to extend the brand to toys, interactive, publishing and other long-lead categories. The series' large kid audience will draw mainly boys aged 6-12, but with its cool, aspirational qualities will appeal to broader audiences as well. Additionally, Nerd Corps is producing 39 x one-minute slugisodes for television and web, which will help kids dive even deeper into subterranean world of the cute little critters with the amazing powers!

Choose your ammo... **SLUG IT OUT!**

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**About Nerd Corps Entertainment Inc.**

Nerd Corps Entertainment is a privately-held IP creation, development, production, and distribution company based out of Vancouver, Canada, with offices in Toronto, Canada. The company's mandate is to produce stylistically innovative animated projects for television, film and online based on a solid foundation of creative and exceptional storytelling. Working in a state of the art studio with highly skilled artists and production staff, Nerd Corps's expertise in creative development and execution covers all aspects of property generation and management, from development and production to distribution, marketing, interactive and licensing. The studio's stable of productions includes award-winning original series

*Storm Hawks, League of Super Evil and Rated A for Awesome*, as well as *Dragon Booster* for Alliance Atlantis and *Hot Wheels®: Battle Force 5* for Nelvana and Mattel, Inc. For more information, please go to: [www.nerdcorps.com](http://www.nerdcorps.com)