



41 ENTERTAINMENT ANNOUNCES SUPERHERO FRANCHISE CONSISTING OF TWO NEW PROPERTIES: SUPERHERO SUMMER CAMP™ AND SUPERHERO PETS™

New York and Los Angeles (September 24, 2018) – 41 ENTERTAINMENT LLC (41E) announced today a new superhero franchise featuring two related action-packed comedic properties *SUPERHERO SUMMER CAMP™* (52 x 11') and *SUPERHERO PETS™* (52 x 11').

Ever wonder where the children of famous Superheroes go to learn their powers?

Welcome to *SUPERHERO SUMMER CAMP™*, the one-of-a-kind sleepaway camp where the children of legendary superheroes are spending the summer learning how to call up – and control – their familial superpowers.

Superhero Summer Camp™ offers a variety of traditional camp activities, camp songs and campfires, but the best part of camp is when these curious campers transform into mini-versions of their famous super parents including Sparkman™, Silver Streak™, and Torpedo™ – SPARKS calls up and controls electricity, STREAK has super speed, ROCKET flies as fast as a rocket, CY turns into a twisting tornado of turbo power, FLARE shoots laser beams from the palms of both hands and TORI has super strength.

Working together, these six superheroes-in-training are having fun and making friends, as they practice their powers and prepare to POWER UP, TEAM UP, and SAVE the DAY.



A companion piece is SUPERHERO PETS™ which follows the adventures of six four-footed friends with superpowers – ANDRÉ a cat with invisibility powers, HOUDINI a mind reading hare, CRYSTAL a shapeshifting cat, FELICITY a flying dog, LIGHTNING a super smelling tortoise, and Yukon a dog with a supersonic bark.

Like other superhero teams, the Pets have superpowers, spandex costumes, and secret identities; and, in classic superhero form, they use their powers to swoop in and save the day. However, unlike traditional superheroes, the Superhero Pets don't just want to save the *day* – they want to save the *criminals*, too! Of course, they must catch them first... which means there's always plenty of exciting, age-appropriate superpower action in every episode – and lots of kid-centric comedy, too.

Welcome to Kastleburg, an idyllic metropolis that has something for everyone – from the Old Town Square with quaint shops, cobblestone streets, and a majestic castle where the King and Queen of Kastleburg live, to a modern day downtown filled with high rises, and a city park with walking paths, park benches, and shade trees.

Every episode of *SUPERHERO PETS™* begins with Charlie, our 11-year-old pet walker, picking up the six ordinary Pets from their homes. As each of the Pet's owners leave for work, they hand their Pet's leash to Charlie as she goes around the neighborhood to pick up the Pets for the day. A brief comment from an owner or a passerby will frequently provide the first hint of where the day's adventure will lead and the problem they will solve.



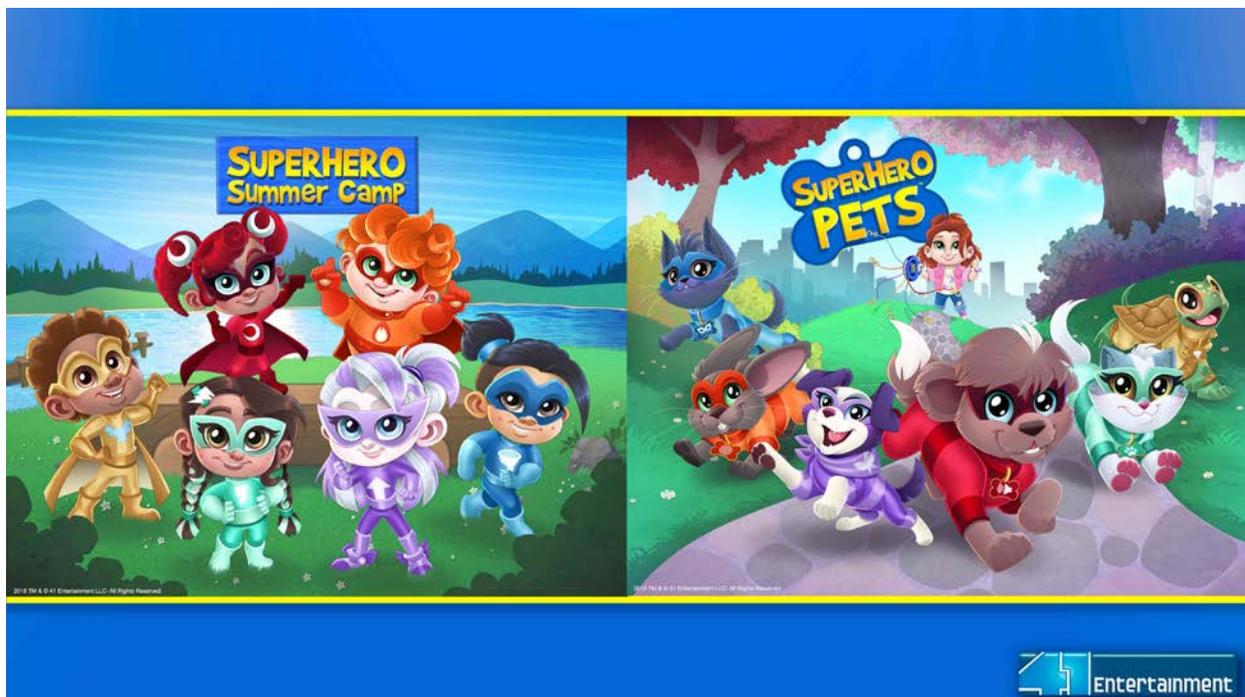
Created by Allen Bohbot based on an original idea by Kaaren Lee Brown, Developed for Television by Kaaren Lee Brown and Kiersten Halstead, illustrated by Mel Bontrager, and Executive Produced by Allen Bohbot, *SUPERHERO SUMMER CAMP™* is planned to launch in Fall 2020 worldwide and *SUPERHERO PETS™* is planned to launch shortly thereafter in Spring 2021.

“Every once in a while, you see or hear something that is really special and grabs your attention from the start. *SUPERHERO SUMMER CAMP™* is such a simple idea with extraordinary potential. It is a place where the children of famous superheroes go to learn and perfect their powers as they prepare to join the family crime fighting business. Kids love superheroes and kids love summer camp... How simple!” says Bohbot. “*SUPERHERO PETS™* empowers ordinary pets to become superheroes and includes more physical comedy. It’s a perfect combination of action adventure and humor. Citizens of Kastleburg can count on an elite team of masked superheroes to swoop in and save the day – our four-footed crime fighters.”

“The *SUPERHERO SUMMER CAMP™* show features kids 4-7 years old who are both heroic and adorable as they hone their skills and powers and realize how much they still need to learn to become a superhero. We created these characters to be aspirational and relatable to our 4- to 7-year-old target. What’s unique about our story is the focus on the human elements of our core cast and the funny moments where things don’t always go as planned – you may think that transforming into a superhero is easy and automatic as you see in the movies, but not for a little kid!” adds Brown. “The *SUPERHERO PETS™* show has two puppies, two kittens, a tortoise and a hare, normal pets, but with super powers,” she adds. “The comedic possibilities are endless.”

“Music is such an important aspect of storytelling and is something that we really wanted to feature in both *SUPERHERO SUMMER CAMP™* and *SUPERHERO PETS™*,” says Halstead. “Great music sets the tone for epic adventures and can help further bring animated series to life. As such, we plan on incorporating many exciting, catchy original songs into each episode of both series.” Halstead continues, “Both titles focus on fun and engaging superhero adventures that require teamwork, problem solving, and a sense of humor.”

Nancy Koff, VP - Sales and Marketing adds, “The response from the market to these two properties (52 x 11’ each) has been very strong and we are considering all options. We believe that both properties are attractive to customers worldwide in part due to the high quality CG animation, cultural diversity of characters and earnest storylines.”



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About 41 Entertainment, LLC

41 Entertainment (41E) is a global animation company engaged in the production, distribution and marketing of animated children’s television programs. 41E also specializes in the marketing of related consumer products (licensing and merchandising) in all forms. Having worked on numerous successful animation projects, 41E has successfully negotiated distribution deals in over 95 countries and territories in the children’s programming market. 41E properties, either as producer, distributor or IP owner, include, but are not limited to, *PAC-MAN and the Ghostly Adventures™*, *SKYLANDERS ACADEMY™*, *Kong – King of the Apes®*, *Tarzan and Jane®*, and *Super Monsters®*.

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