



## HEROTAINMENT AND DEETOWN ENTERTAINMENT ANNOUNCE GLOBAL MUSIC PARTNERSHIP

First Herotopia music album to release this fall.

June 18, 2013: Herotainment, the company behind Herotopia, the hugely-popular, online game for kids, and DeeTown Entertainment, the leading children's music producer, have partnered to create the first ever music album around the exciting superhero world of Herotopia.

The global partnership will see the release of 12 original music tracks featuring the heroes and villains of the award-winning online game. Millions of boys and girls around the world are playing Herotopia, and music is integral to the story. With more than 80 engaging characters, including the Smighties, the small, but mightiest heroes in the universe, Herotopia is one of the fastest growing digital entertainment properties for kids, ages 6-12.

Ali Dee and DeeTown have produced platinum hit songs for some of the biggest kid's movies and television shows. Over one billion people have heard their music, which has appeared in over 32 #1 box office films. DeeTown's most recent accomplishments include Producing the RIAA Platinum single "Cups" with Anna Kendrick from Universal Pictures "Pitch Perfect," writing and producing songs for Universal's upcoming film "Despicable Me 2," DreamWorks Animation's film "TURBO," Disney's feature film "Planes" and 52 original songs for the upcoming "Alvin and The Chipmunks" television series.

*"From the moment I saw the Herotopia characters and learned about the brand, I got inspired and excited about being a part of the project. I could hear the characters singing these amazing songs in my head. The music is an important aspect the brand and we are creating songs that could be played on any TOP 40 station," says Ali Dee, President of DeeTown*

## *Entertainment.*

*"We are thrilled to partner with the incredibly talented Ali Dee and creative team at DeeTown Entertainment," says Herotainment Co-Founder, Caryn Teman. "Music is at the heart of the Herotopia brand, and we are excited to release our first album for all of our Herotopia heroes around the world."*

For further information please contact: [press@herotainment.com](mailto:press@herotainment.com) or [info@deetown.com](mailto:info@deetown.com)

## ABOUT DEETOWN

DeeTown Entertainment is a collective of writers, producers, musicians, artists and engineers formed in 1998 in New York City by Ali "Dee" Theodore. The organization is considered a modern day version of the Brill Building or Tin Pan Alley, offering a creative environment unlike any other in the world. Today, the business boasts 23 collaborators: 14 writers, 3 producers, 3 admin and 3 executives who operate out of their 9,000 sq. ft. recording studio and production facility in New York City. Since 2005, over one billion people have been exposed to DeeTown's music, their music has appeared in over 32 #1 box office hit films and they have sold over 6 million records. In 2008, DeeTown was awarded the American Music Award for Best Movie Soundtrack ("Alvin & The Chipmunks"). In 2011, DeeTown expanded its business to include Film Scoring, Advertising and Production Music.

## ABOUT HEROTAINMENT

Herotainment, LLC is a children's transmedia company developing exciting character based interactive content for kids. The Company's flagship property, Herotopia.com, is an award-winning superhero online world with over 80 engaging characters. The Company is developing mobile apps, licensed merchandise, a television show and more. Herotainment has a multi-year partnership with Penguin Children's Books to publish stories and adventures behind the Herotopia characters.