



Press Release – 5th July 2011

Penguin Children’s Books to publish *Herotopia* titles

Penguin Children’s Books has acquired world publishing rights to *Herotopia*, an exciting new virtual world full of superheroes and supervillains. Books will be published under Penguin’s fast-moving, pop-culture imprint Sunbird.

Eric Huang, Publishing Director for Media & Entertainment at Penguin Children’s Books said *“Herotopia’s online world is a rich source of narratives for books. We’re looking forward to working with the creative team at Herotainment to come up with stories and adventures behind the characters and expand the world beyond the online experience.”*

Caryn and Wade Teman, Co-CEO’s of Herotainment said, *“What is unique about Herotopia is that we developed it as a virtual world with a dynamic storyline based on a new generation of superheroes and supervillains. We are very excited to partner with Penguin Children’s Books to create amazing stories about the Herotopia world and its characters for kids everywhere to enjoy.”*

Recipient of the NAPPA Gold Award from the National Parenting Publications Awards, *Herotopia*, is a free-to-play online game for children to play, socialize and live out their superhero dreams. Herotopia offers kids engaging content, activities and features in a fun, vibrant, and safe environment. Travelling to real-world locations such as New York, the North Pole, Beijing and Paris, kids visit iconic destinations from the Eiffel Tower to Rockefeller Plaza, completing quests, games and adventures along the way. In addition to global travels and the action-packed mini-games, every new Superhero also has their own Secret Hideout, a fully customizable hero base where they can meet with their in-game friends.

Penguin Children’s Books has led the way in publishing behind other widely popular digital properties. The Sunbird imprint has had huge success with its publishing programmes behind Moshi Monsters and Club Penguin. Penguin Children’s Books won the Children’s Publisher of the Year Award in 2011.

To play *Herotopia* and find out more about the game, visit www.herotopia.com.

For more information please contact:

Jennifer Cooper
Head of PR
Media & Entertainment, Ladybird and Warne
Penguin Children’s Books
T: 020 7010 3048
E: Jennifer.cooper@uk.penguinroup.com

Herotainment, LLC Contact
Caryn Teman
Founder and Co-CEO
Herotainment, LLC
Tel: 646-807-4550
Email: info@herotainment.com

Notes for Editors

Herotainment, LLC

Herotainment, LLC is a New York based children's media and entertainment company. Herotainment develops interactive content that is fun, educational and rewarding. The company's flagship property is Herotopia.com, a dynamic, multi-player online game with engaging characters and story that will be the basis for books, mobile apps, an animated television show, licensed products and more. Herotainment has a world-wide strategic partnership with Jagex Games Studio to publish the online game, Herotopia.com.

Sunbird

Sunbird is a brand new imprint from Penguin Children's Books. Publishing for a core audience of children aged 9+, Sunbird publishes fast-moving titles around some of the best-known brands in media and entertainment. The first imprint to publish behind virtual worlds, including Moshi Monsters and Club Penguin, Sunbird has an impressive portfolio including film, TV, internet and gaming properties, as well as popular culture, lifestyle, celebrity and other non-fiction titles.