

Herotainment-Toonz Original 'Smighties' to launch as a global feature on YouTube and YouTube Kids on July 6th

July 5, 2017- NEW YORK/TRIVANDRUM – Herotainment, LLC and Toonz Media Group announced today that their brand new animated series, *Smighties*, will be launching on July 6th as a global feature on YouTube and YouTube Kids.

Smighties is a comedy-adventure series about the small and mighty heroes from a magical land that's part fun, part heroic, and all zany. Featuring the Super Six Smighties: Zip, Zap, Nardy, Melody, Leila, and Dude, the series will also introduce over 130 unique Smighties from five regions. Smighties protect the Smighty Stones, magical gems that when combined, create an unstoppable force. When trouble comes along, these small heroes always shine through with teamwork, friendship, and fun.

The 39x7 *Smighties* animated series will premiere exclusively on YouTube and be available through the YouTube Kids app. Smighties are relatable and inspiring heroes for kids around the world, with their empowering message that you can be small, but still dream big. The first three episodes, premiering on July 6th, can be found on the *Smighties* YouTube Channel at <https://www.youtube.com/c/smighties>

A multi-Emmy award-winning writing team of seven whose credits include: *Duck Tales*, *Winnie the Pooh*, *Secret Millionaires Club*, *Clifford the Big Red Dog*, *Angry Birds Toons*, *Super Wings*, and more are writing the series. The show's musical score is composed by five-time Emmy nominee Daniel Ingram (*My Little Pony: The Movie*), whose songs have garnered over 1 billion views. *Smighties* will initially be available in English, French, Spanish, and in several other languages soon after.

Co-CEO for Herotainment, Caryn Teman, said: *We are thrilled to premiere the Smighties series on YouTube and YouTube Kids, the largest global platform where kids discover and enjoy content today.*

P. Jayakumar, CEO of Toonz Media Group, said: *Toonz always believes in producing content with a soul. For us, Smighties are role-models for kids across the world to be inspired by and be entertained. With its global reach and appeal, YouTube and YouTube Kids is indeed the best place for this wonderful show."*

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About Herotainment, LLC

Herotainment, LLC is an award-winning transmedia and entertainment company creating interactive content for kids and families around the world. Herotainment's engaging characters and stories are being developed for television, books, live action shows, movies, toys, board games, mobile apps, trading cards, and much more. The company's brand mission is about empowering kids, creating enriching multi-platform experiences, and promoting positive social interaction. Herotainment has received numerous awards and prestigious recognitions for their fun and immersive online experiences and mobile games. Herotainment's inspirational brands and characters have captivated kids across the globe.

About Toonz Media Group

Founded in 1999, Toonz Media Group and its flagship divisions encompass dedicated units with activity spanning IP creation, production, distribution & rights exploitation, digital & gaming content, licensing & merchandising, as well as training. Its production studio boasts an enviable pedigree of successful coproduction partnerships with companies including Walt Disney, Turner, Nickelodeon, Sony, Universal, BBC, and Paramount as well as the creation of India's first 2D animated TV series, first 2D feature film, and first 3D stereoscopic theatrical release. In 2014, Toonz acquired Imira Entertainment, a leading Spanish production and distribution company specializing in kids & youth programming with a focus on European, American, Latin American, and African markets. The Group's later additions, Toonz New Zealand and Toonz Turkey, focus on production and distribution in the Australian and Middle Eastern markets respectively. The digital arm, Toonz Media Network, is primarily involved in Web TV for kids named 'Chotoonz' and several channels for different age groups. Malish TV, a kids TV channel for Russia and other CIS territories; and Clan RTVE, a Spanish TV channel in collaboration with Television Espanola, are two of the newest ventures from the Toonz slate. Toonz also functions in other platforms including ReachMe TV, Amazon Prime, Roku, and Dailymotion. Toonz Gaming, the latest business unit, is involved in developing world-

class games for consumers across the world. Toonz Media Group is a part of the multi-billion dollar Comcraft Group based out of Geneva, Switzerland.