



**HEROTAINMENT RECEIVES ADDITIONAL INVESTMENT FROM VENTURE FIRM LED BY FORMER  
MARVEL ENTERTAINMENT CEO**

***Cuneo & Company Positions Herotainment to Rapidly Grow Its Children's Transmedia Brand***

**New York, NY – November 30, 2011** – Herotainment, LLC the New York-based children's media company and developer of *Herotopia*, the award-winning social online game for kids, announced that it has received additional capital investment from Cuneo & Company, LLC. Managing Principal Peter Cuneo formerly served with Marvel Entertainment from 1999 to 2009, first as Marvel's CEO and later as Vice Chairman of Marvel's Board. Peter will join the board of Herotainment, alongside co-Principal, Gavin Cuneo. Cuneo & Co. will work closely with Herotainment senior management to build the company's global children's entertainment brand, utilizing their expertise within the entertainment and digital products realm.

The new investment comes during a major growth period for Herotainment, who are on the verge of releasing a significant expansion to its *Herotopia* game. The funding will also help support Herotainment's entry into the mobile arena, with the upcoming release of *Tango Chase*, the company's first mobile title inspired by the Herotopia world, which will launch on iPhone, iPad and Android platforms in early 2012.

*Herotopia* is a critically acclaimed, browser-based multiplayer online game and community that invites children to create a unique superhero character, and explore real and fantasy locations around the world. Herotainment has enjoyed an action-packed year with high profile partnerships including a publishing deal with Jagex Games Studio, the UK's largest independent games company behind the world's most popular multiplayer game *RuneScape*, and a multi-year partnership with Penguin Children's Books to publish stories and adventures behind the *Herotopia* characters.

Herotainment's Co-CEO Wade Teman said, "We are creating a new generation of superheroes and Cuneo & Co's extensive experience building multi-billion dollar entertainment brands will be an invaluable asset. Having successfully led the entertainment-giant, Marvel, Peter Cuneo is the ideal partner for Herotopia and Herotainment."

Cuneo & Co. is a private investment and management company focused on venture capital investment in the entertainment and consumer sectors. Peter Cuneo founded Cuneo & Co. in 2010 after his 10 years of leadership with Marvel Entertainment. Prior to the founding of Cuneo & Co., Gavin Cuneo spent 10 years on Wall Street, most recently as an investment banker with Bank of America Merrill Lynch.

Peter Cuneo said, "Herotainment's flagship product, *Herotopia*, has a strong brand, great characters and a story that is being embraced by children worldwide, and applauded by children's media experts. We are excited to support the continued rise of this new, uniquely focused children's brand, both online and offline, through other media and consumer products."

"This is an incredibly, exciting time for Herotainment as the company is rapidly growing and expanding its franchise," stated Gavin Cuneo. "We share Herotainment's philosophy of teaming with best-in-class business partners to develop and grow entertainment properties, and will continue to expand these relationships."

For more information about the *Herotopia* universe, visit [www.herotopia.com](http://www.herotopia.com).

### **About Herotainment, LLC**

Herotainment, LLC is a New York based children's media and entertainment company that 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, television, licensed products and more.

### **About Cuneo & Company, LLC**

Cuneo & Company is a private investment and management company that will take on diverse business situations providing investment capital and leadership ranging from active management guidance and oversight to executive leadership. Cuneo & Co. is focused on making investments in consumer, retail, media and entertainment oriented industries with a focus on brands, broadly defined.

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