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## **G4 - VIDEOGAME TV AND "HAPPY TREE FRIENDS" CREATORS MONDO MEDIA FORM STRATEGIC PARTNERSHIP**

### **First Project to Integrate "Happy Tree Friends" Animated Shorts into G4's Daily Live Series "Attack of the Show!" Starting June 10**

Los Angeles and San Francisco - May 24, 2005 - G4 - videogame tv, the only 24/7 television network dedicated to videogames, and San Francisco-based Mondo Media, an award-winning production studio that creates animated entertainment for online, DVDs and videogames, today announced they are joining creative forces, forming a strategic partnership to co-produce content - including shorts, series and promos - for distribution on G4's air, online and through other new media outlets such as VOD. The announcement was made by G4 CEO and Founder Charles Hirschhorn, and Mondo Media CEO John Evershed.

The companies' first joint project will integrate animated shorts from Mondo Media's global cult sensation "Happy Tree Friends" into G4's one-hour daily live program "Attack of the Show!" beginning June 10<sup>th</sup>. The "Happy Tree Friends" are animated forest animals who face a chronic onslaught of physical torture and eye-popping calamities. Illustrating the twisted, comic reality that ensues when bad things happen to good creatures, the "Happy Tree Friends" persevere through wrong-place-at-the-wrong-time accidents that lead to broken bones, lost limbs, poked-out eyes and a slew of other embarrassing predicaments.

"Happy Tree Friends" shorts make their debut into G4's "Attack of the Show!" on Friday, June 10<sup>th</sup> at 7 p.m. EST / 4 p.m. PST. "Attack of the Show!" airs Monday through Friday on G4, at 7 p.m. EST / 4 p.m. PST and covers everything that's "here today, lame tomorrow." From underground music, new-to-market gadgets and technology, hot downloads and featured guests from the videogame and entertainment worlds, "Attack of the Show!" reflects the voice and attitude of G4 and Mondo Media's discerning, young male audience.

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## 2-2-2-2 G4 and Mondo Media form Strategic Partnership

“‘Happy Tree Friends’ represents exactly the kind of funny, irreverent programming that speaks to G4’s videogame-centric audience,” said Hirschhorn. “We are thrilled that Mondo Media has chosen to extend their videogame animation expertise to television, on G4. Like the ‘Happy Tree Friends’ characters ‘Lumpy,’ ‘Toothy,’ ‘Petunia’ and others, videogamers know exactly what it’s like to keep getting knocked down and having to get right back up again.”

Evershed stated, “Our online fans have been clamoring for a home for ‘Happy Tree Friends’ on television in the US and now with the level of commitment G4 is making, we can really elevate the property into a fully realized multimedia brand including online, DVD, mobile and merchandise.”

### **About G4**

G4 - videogame television - is the only 24/7 television network dedicated to videogames. G4 airs all-original programming that covers every aspect of the videogame culture. Shows feature breaking industry news, reviews, the hottest games, gear and technology, celebrity interviews, insider opinions and the underground trends that feed the videogame generation. Launched in April 2002, G4 is available in more than 50 million cable and satellite homes nationwide. The company is headquartered in Los Angeles and is owned by Comcast Corporation. To learn more, log onto [www.g4tv.com](http://www.g4tv.com).

### **About Mondo Media**

Mondo Media is an award-winning production studio with an established 15-year track record. Mondo Media’s expertise is animated entertainment targeted at teens and young adults for the Internet, broadcast, television, mobile devices and games. The company’s revenue sources include online advertising, DVD and merchandise sales, wireless and television licensing. With a growing library of original shows, the company is focused on reaching its core audience using the new media and technologies that teens and young adults turn to for their entertainment.

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Contact: Karen Raque, G4 Publicity, (310) 979-5016, [kraque@g4media.com](mailto:kraque@g4media.com)  
Katrina Florence, G4 Publicity, (310) 979-5018, [kflorence@g4media.com](mailto:kflorence@g4media.com)  
Michael Saltzman (Saltzman Communications for Mondo Media) (310) 271-5789,  
[saltzman@earthlink.net](mailto:saltzman@earthlink.net)