

SUK LAUNCHES THE CARTOON VIRUS ATTACK

ON THE OCCASION OF THE BROADCAST OF THE NEW ANIMATED CARTOON “VIRUS ATTACK” ON CARTOON NETWORK ON THE FIRST OF APRIL 2011.

Milan, 31/03/2011 – Suk is proud to announce the broadcast launch of the animated cartoon, Virus Attack. The first all-Italian male animated cartoon broadcast by Cartoon Network in Italy, starting on April first on SKY channel 606. Appointment at 8 p.m. The cartoon is part of the Big Bang animated action cartoons, the same group that includes Ben 10 and Bakugan. The 52 episodes will be broadcast by CARTOON NETWORK every Friday. As far as the back to school 2011 is concerned, the cartoon will be broadcast on the digital terrestrial channel Boing, together with a toys and kiosk launch by the GIOCHI PREZIOSI Group.

Virus Attack is a SUK and MONDO TV co-production, an Italian animated cartoon based on the adventures of a group of youths with special powers who stand up to a massive attack by monstrous alien viruses. These viruses can infect humans and transform them into replicants, they can mutate and even merge among themselves bringing forth monstrous creatures that feed upon and draw their strength from pollution and human brutality. An epic and gripping story full of dramatic turns of events. A fantastic story that takes its cue from topics in the news today.

The licensing for Virus Attack is managed in Italy by the TURNER GROUP, whereas MONDO CONSUMER PRODUCTS handles it for the rest of the world. The VIRUS ATTACK cartoon has aroused interest abroad as well. In Europe and the Americas there are already about ten tv stations which will be broadcasting it in 2012.

The cartoon was created by SUK, **the Italian laboratory of ideas for children and adolescents**, an independent research and development centre specialising in these targets. The ideas underlying such projects as VIRUS ATTACK come from “below”, that is from the stimuli of children who are consulted during the development of the projects. The peculiarity of SUK is its persuasion that the small children and the youth of today belong to a generation hyper-stimulated by TV, Internet and Video Games, etc. but also that they are by their very nature open to novelty and are, as well, without prejudices and can be extraordinary motors of creativity.

It is thanks to this philosophy that SUK is the workroom where concepts of product, of animated cartoons, of collections for the newsstand and of promotions come to life. Its latest market successes are the Slippets for De Agostini and Timbrassalt for the Gazzetta dello Sport.

SUK, a laboratory of ideas aimed at the target of kids and teenagers. The team based in Milan looks after all the aspects of the creation of concepts and products aimed at these targets.

Mondo TV, quoted in the Star segment of the Italian Stock Exchange is a group with its head office

in Rome and is composed of nine companies, leaders in Italy and among the main operators in Europe in the production and sales sector for television series and feature length animated films made for the television and the film market and is also active in related sectors (audio-visual and music distribution, multimedia exploitation, publishing and merchandising).

To download the full press kit complete with images of products created and launched by Suk Srl and the preview images of Virus Attack, click on www.suksrl.it/cs_suk.zip

SUK SRL will be pleased to provide journalists with any further information on Virus Attack and on its other projects. Suk can be contacted at ufficiostampasuk@komkids.it