

Cynopsis: Kids!

09/23/11

*Good morning. It's **Friday, September 23, 2011**, and this is your first early morning Kids briefing.*

NEW PRODUCTION & DEVELOPMENT

A new kid-targeted, animated financial literacy series, The Centsables (13x30), is set to launch in US syndication for fall 2012. The series, which meets FCC E/I (educational/informational) requirements, revolves around a group of six bank employees that also serve as superheroes who are on a mission to battle the evil forces of The Liquidator and Credi-tor, while modeling informed positive financial and life choices. A multi-platform property, The Centsables also features an interactive website (www.centsables.com), a comic book series, “factivity” books, merchandise (e.g. action figures, board games, trading cards, apparel, etc.). A Centsables Savings Program is being licensed by 30+ financial institutions nationwide, and a school outreach program is also available. Additionally, a series of TV spots (6x:15), each featuring a Centsables character, have been produced and are currently available to local stations. Created by Mark DiPippa, President, Norm Hill Entertainment and President/ DNA Creative, The Centsables will be produced under a co-production deal with Indian animation company Maya Digital Studios. Norm Hill is also distributing the series.