
Cartoon Network Announces All-New Television Series for the Global Phenomenon *Ben 10!*

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IT'S HERO TIME!

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Worldwide Rollout Begins in 2016

Cartoon Network is introducing a brand new *Ben 10* to a new generation of fans across the globe with an all-new television series. The new animated series, based on the highly successful franchise about an alien-powered kid hero, is being produced by Cartoon Network Studios and will premiere on Cartoon Network international channels in the fall of 2016 and in North America in 2017. Man of Action will executive produce for Cartoon Network Studios and **John Fang** (*Mixels*, *Generator Rex*) is on board as supervising producer.

Cartoon Network's fresh take on *Ben 10* will center upon a new animated series re-introducing the energetic, fun-loving, 10-year-old Ben Tennyson. At the core of the new *Ben* is a healthy serving of action, excitement, and all-around fun. Featuring many new and fan-favorite aliens, the series kicks off with the adventures of Ben, his cousin Gwen, and Grandpa Max as they travel the country during summer vacation. When Ben finds the mysterious Omnitrix, a world of alien superpowers opens up to him.

"We decided it was time to introduce Ben to a new generation of kids," said Cartoon Network Chief Content Officer Rob Sorcher. "*Ben 10* has been an overwhelming success story across all media platforms, and we know kids around the world will be eager to see the reinvention of this beloved character."

Ben 10, the original precedent setting series, premiered on Cartoon Network in January 2006, to high ratings and an immediate admiration for the title character. Many boys *and* girls wanted to be a kid hero, just like Ben. The success of this series spawned three additional, original, animated series (*Ben 10 Alien Force*, *Ben 10: Ultimate Alien*, *Ben 10: Omniverse*), one animated movie (*Ben 10: Secret of the Omnitrix*), and two live-action movies (*Ben 10: Race Against Time*, *Ben 10: Alien Swarm*). The adventure began when 10-year-old Ben Tennyson discovered a strange alien device, The Omnitrix, which locks itself onto his wrist and allows Ben to morph temporarily into one of 10 alien heroes.

The powerful global franchise for Cartoon Network has been a proven sales success led by top-selling toy, interactive and home entertainment franchises generating more than \$4.5 billion in global retail sales to date.

About Cartoon Network:

Cartoon Network (CartoonNetwork.com) is Turner Broadcasting System, Inc.'s global offering of the best in award-winning animated entertainment for kids and families across multiple platforms worldwide. Available in 192 countries, 26 languages and over 370 million homes, Cartoon Network takes its responsibilities to its audience seriously by embracing key social issues affecting families worldwide with initiatives such as *Stop Bullying: Speak Up*, *Basta de Bullying* and *Move It Movement*.



Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

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