
Ben 10 Dashes across the Globe with 'Ben 10: Up to Speed'

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- New Mobile Game Tells the Origin Story of Kids' Favorite 10-Year-Old Hero -

HONG KONG (January 12, 2017) - Following the successful global re-launch of the beloved franchise Ben 10, Cartoon Network now introduces Ben to a new generation of fans with the new mobile game, *Ben 10: Up to Speed*. The runner launches worldwide on January 12 on iOS, Google Play and Amazon for US\$2.99.

Up to Speed follows Ben Tennyson as he goes on the best summer vacation ever with his Grandpa Max and cousin Gwen. He discovers an alien artifact called the Omnitrix that allows him to transform into powerful alien heroes. Playing as Ben and his various alien alter-egos, gamers will save the world by stopping evildoers, from giant robots to menacing magic users.

The game will launch with a selection of five alien forms and 60 levels, with new aliens and levels added regularly to coincide with Ben's adventures in the series.

Additional game features include:

- Alien transformations for multiple character options
- 3D runner-style controls optimized for mobile devices
- Omnitrix and alien upgrades
- Multiple level paths for great replay value

The show is based on the global phenomenon *Ben 10* which first premiered on Cartoon Network in 2006 and spawned three additional original series and a US\$4.5 billion global consumer products business. The new *Ben 10* series has already premiered to an overwhelmingly positive reception in more than 149 countries and in 30 languages in Asia Pacific and Europe, Middle East and Africa regions, and will continue its rollout later this year in the United States and Latin America.

Fans can catch content from the new series on the Cartoon Network Watch and Play and Cartoon Network Anything apps, as well as Cartoon Network's websites and YouTube channels.

Watch a sample of the gameplay here: <https://vimeo.com/198954914>

Embed code:

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<iframe src="https://player.vimeo.com/video/198954914?byline=0&portrait=0" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>
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About Cartoon Network Asia Pacific

Turner's Cartoon Network, the number one kids' channel in Asia Pacific, offers the best in original animated content including the multi-award-winning global hits Ben 10, The Powerpuff Girls, Regular Show, The Amazing World of Gumball, Adventure Time and We Bare Bears.

Cartoon Network is available in 29 countries throughout Asia Pacific and is currently seen in more than 135 million pay-TV homes. Internationally, it is seen in 192 countries and over 370 million homes, and



is an industry leader with a global offering of the best in award-winning animated entertainment for kids and families.

The brand is known for putting its fans at the center of everything by applying creative thinking and innovation across multiple platforms. Cartoon Network also reaches millions more through its websites, games and apps, including Cartoon Network Watch and Play and Cartoon Network Anything. Cartoon Network, sister company to Boomerang, POGO and Toonami, is a brand created and distributed by Turner, a Time Warner Company.

About Turner Asia Pacific

Turner Asia Pacific creates and distributes award-winning brands throughout the region, running 61 channels in 14 languages in 42 countries. These include CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Boomerang, POGO, Toonami, Warner TV, Oh!K, TCM Turner Classic Movies, truTV, MondoTV, TABI Channel, and HBO, HBO HD and WB in South Asia. Turner manages the business of Pay-and Free-TV-channels, as well as Internet-based services, and oversees commercial partnerships with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Turner Broadcasting System Asia Pacific, Inc. ("Turner Asia Pacific") is a Time Warner company.

For further information, contact:

James Moore
Director of Communications, Turner Asia Pacific
+852 3128-3720 / James.Moore@turner.com