
CARTOON NETWORK'S BEN 10 IS EVERYWHERE THIS APRIL

Wednesday, April 26, 2017

-Ben 10's launch this month on FTA channels extends cartoon's intergalactic reach-

SYDNEY, AUSTRALIA (April 26, 2017) - Ben 10, Cartoon Network's biggest ever franchise, is extending its reach across multiple platforms and into more Australian and New Zealand homes this month with new free-to-air partnerships.

New agreements with 9Go! and TVNZ2 complement its existing distribution on pay-TV and SVOD platforms including Foxtel, Stan, Fetch and Sky New Zealand. Ben 10 is also available through the Cartoon Network Watch and Play app.

Robi Stanton, Turner's General Manager for Australia, New Zealand and Pacific, said: "Ben 10 has always been big, but these deals catapult the series to new heights. It returned to screens in this region in late 2016 and reminded us of the show's fun and adventure. With these distribution deals now in place, Ben Tennyson, along with his sister Gwen and Grandpa Max, is all set to entertain even more kids and families than ever before."

The series kicked off with a feature in Kids WB on April 15 and is currently airing on weekdays from April 17 on 9Go! in Australia, and on weekdays from April 12 on TVNZ2 in New Zealand. Ahead of its June debut, expectations are high for the launch of the full collection of Ben 10 toys. Cartoon Network won "2017 Action Toy of the Year" with its new Rust Bucket toy at the annual Toy Fair Gala Dinner in Melbourne last month, and the range is predicted to be a huge favourite this year for boys.

-Ends-

Get a taster of the unique brand of comedy, action and adventure that only Ben 10 can provide: https://youtu.be/_qss2A1XNpQ?list=PL258poKABt5VcbGzvOmS80ZVizviiEpjq

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, TNT, 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.