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*The Monstroids*, a comic book property from Underworld creator Kevin Grevioux, is being developed as an animated series with brand management firm Evolution and Rollman Entertainment.

Half monster and half machine, the Monstroids are the most advanced man-made creatures ever constructed. Created by the sinister Dr. D. L. Frankenheim to assist him in his fiendish plot to take over the world, the Monstroids rebel and band together to fight battles that no one single monster, man or

machine can.

"It's a great honor to have partners like Evolution and Rollman Entertainment who see the vision of *Monstroids* so clearly," said Grevioux. "I've wanted to bring these characters into the kids entertainment space for a long time now and am confident that with the collective experience within this group, it will translate into a monster success for everyone who comes on board with us."

Evolution will focus on developing and executing *The Monstroids* brand strategy; while Rollman Entertainment's Eric S. Rollman, whose career includes presidential posts at both Marvel Animation and Saban/Fox Family Productions, will develop and oversee production of *The Monstroids* television series.

Rollman's recent producing credits include *Sea Rescue*, *NFL Rush Zone*, *LBX*, *Iron Man Armored Adventures*, *Wolverine & the X-Men*, *Spectacular Spider-Man*, *Super Hero Squad*, *The Avengers: Earth's Mightiest Heroes* and while at Saban/Fox Family Productions, he was credited on over 7,500 episodes of animated and live-action television series and dozens of films.

"Kevin has taken Hollywood's favorite monsters and uniquely mixed them with robotics, creating a compelling new take on these classics, perfectly suited to animation with fun, action filled story lines that will ignite the imaginations of kids everywhere," said Rollman.

*The Monstroids* television series is anticipated to have a spring 2014 TV launch, with products at mass retail in fall 2014. Key categories will include toys, video games, apparel, accessories, fast food, beverages and theme parks.

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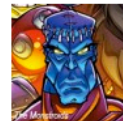
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