



## **SINKING SHIP ENTERTAINMENT'S HIT TV SERIES "DINO DAN" RENEWED FOR SECOND SEASON; ANNOUNCES MULTIPLATFORM DEALS INCLUDING A MASS-MARKET TOY LAUNCH**

- "Dino Dan" app and a second DVD released in March 2012 -

### **FOR IMMEDIATE RELEASE**

**Toronto. Jan. 24, 2012** – Sinking Ship Entertainment's dinosaur sensation "**Dino Dan**" is roaring back for a second season with Nick Jr. (U.S.) and TVO (Canada) ordering an additional 52 x 11 minute episodes. A mass-market toy launch, second DVD, and a "**Dino Dan**" themed app are set to launch in March 2012.

"We're thrilled to get the chance to make another season of dino-fuelled adventures," says J.J. Johnson, creator of "**Dino Dan**" and a partner at Sinking Ship Entertainment. "With 16 new dinosaurs including 4 marine reptiles, we're sure that this season, Dan's imagination is going to take kids on an even greater dinosaur journey."

Production of the next season of "**Dino Dan**" begins in March 2012 with Canadian airdates set for fall 2012. The show has quickly become an international success with distribution partner Breakthrough Entertainment Inc. selling season one in over 100 countries. A TVO original commission, the first season of "**Dino Dan**" premiered in 2009 on TVO, and also aired on Alberta's ACCESS, The Knowledge Network in BC, Saskatchewan's SCN, Nickelodeon's Nick Jr. in the United States and Nickelodeon Australia in 2010.

"**Dino Dan's**" first mass-market toy launch features seven new dinosaur toys, available March 2012 at a national specialty retail chain across the United States and at speciality stores in Canada. "**Dino Dan**" toys have already proven to be immensely popular. In December 2011, a specialty line of toys introduced on several U.S. and Canadian online retailers including DinoDan.com, nothingbutdinosaurs.com and tystoybox.com promptly sold out. "**Dino Dan's**" licensing is managed by The Licensing Shop.

Adding a new digital component to the show, Sinking Ship Interactive will introduce its first "**Dino Dan**" themed app entitled "Dino Defence" on iTunes in March 2012. The app complements DinoDan.com, which launched in the U.S. in June 2011, and now boasts over 110,000 active members with 1,200 new users added each day.

NCircle will also release a second "**Dino Dan**" DVD in March 2012, available at Toys R' Us, Walmart, Best Buy, Target, Kmart and other leading retailers. The first "**Dino Dan**" DVD debuted on Videoscans' children's non-theatrical chart at #18.

Sinking Ship Entertainment will open its own CG animation division to handle the over 2700 special effects shots for season II.

The television series "**Dino Dan**" follows the adventures of 10-year-old Dan Henderson – nicknamed 'Dino Dan' by his friends – an ordinary boy with an extraordinary obsession: he eats, sleeps and breathes dinosaurs. A typical day for Dan can involve racing a T-Rex on his school track, finding a Pterodactylus in his attic or getting a baby Brachiosaurus back to its mom, and he usually manages to pull his crew of classmates and teachers into his larger-than-life adventures.

**Sinking Ship Entertainment** is an award-winning television production and new media company dedicated to creating groundbreaking live-action programming and cross-platform new media content. Sinking Ship has created, produced and directed some of Canada's most successful children's programs to date, such as "This Is Daniel Cook," "This Is Emily Yeung," "Roll Play," "Are We There Yet?: World Adventure," "The Ocean Room" and the latest "Dino Dan." Since its inception in 2004, the company has produced 10 series that can be seen in over 130 countries.

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