

FABLE WORKS ANIMATION TO PRODUCE ANIMATED FEATURE FILM CEREAL HEROES!

*The 3D Animated Feature Film Slated For a 2010 Release To Be Produced At
Sparx Animation Studios*

Los Angeles, CA., (May 12, 2008) – Fable Works, LLC, a movie production and animation company announced today that it is producing the original 3D-animated Feature Film *Cereal Heroes!* for theatrical release in 2010. The movie will be produced at Sparx Animation Studios in Paris, France and Ho-chi-min, Vietnam.

The story follows the adventures of cartoon cereal-box-mascots who are mistakenly brought to life when a plan to replace the world's fallen superheroes with characters from comic books goes awry. These unlikely 'Cereal Heroes' with ridiculous powers soon find themselves alone and on the run in an unfamiliar world that only they can save from certain destruction.

"Cereal Heroes!" is a great action-adventure comedy for the whole family," said Fable Work's Producer Jean-Philippe Agati. "People of all ages will fall in love with these misfit cereal-box mascots as they attempt to save the world from the most powerful super-villains of all time."

Writer David Meinstein optioned the property to Fable Works in 2007 and is writing the screenplay. Meinstein is best known for his work as writer and producer of the fan-favorite G4 Television program, "Portal."

Noted artist Stephen Silver is designing the characters for the film which is currently in pre-production. Silver's best known work includes the character designs for "Kim Possible", "Danny Phantom" and the "Clerks" animated TV series.

Odyssey Entertainment Limited is the international sales agent for "Cereal Heroes!" and will begin pre-selling the feature at the 2008 Cannes Film Festival.

"We are delighted to be working with Sparx Animation Studios on this project." said Fable Work's Producer Laddie Ervin. "They are a highly skilled and talented group who know how to deliver feature-film quality 3D-animation on time and on budget."

Sparx Animation Studios is currently completing work on their first feature film, "Igor", which is produced by Exodus Production and will be distributed by the Weinstein Company for theatrical release in October 2008. "Igor" is a playfully irreverent comedy that brings a new twist to the classic monster genre.

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About Sparx Animation

Founded in 1995, Sparx Animation Studios specializes in 3D frame animation. Headquartered in Paris and with an office in Los Angeles, California and an animation studio in Vietnam, Sparx has worked with leading entertainment and technology companies including Disney, Dentsu Tec, Exodus Film Group and Nelvana. Sparx has delivered more than 100 hours of state of the art animation for TV series, Direct to video releases and movie shorts feature films.

About Odyssey Entertainment Limited

Launched in 2002 by Ralph Kamp and Louise Goodsill, Odyssey Entertainment is a film sales and finance business. Headquartered in London with offices in both Los Angeles and New York, Odyssey Entertainment works for the benefit of both producers and distributors and in so doing seeks to identify creative projects that will further expand it's portfolio of quality, commercial filmed entertainment rights.

About Fable Works LLC

Founded in 2007, by Jean-Philippe Agati and Laddie Ervin, Fable Works develops and produces properties for Feature Films, Television and Video Games. "Cereal Heroes!" is their first 3D-animated feature film.

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