

PRESS RELEASE

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- **ANIMATED BLOGGER THEGOOB GETS SPOT ON STRIKE.TV**

Strike.TV will host the US premiere for the 3D-animated video blogger “theGoob”. TheGoob is produced by the Swedish-based Assorted Nuts Animation Studio. During the series initial release in Europe, theGoob was distributed by Sony Ericsson and has to date seen more than 5 million mobile downloads.

In the first episode of this online series, the main character, Dwayne “theGoob” Gunderson decides to leave the safety of his home on a peanut farm in Alabama to pursue his dream of becoming an actor in Hollywood.

Strike.TV will release three to six episodes per week, giving the theGoob a two month initial run. The final episode, currently in production, will air in early October.

- "We are so proud to be adding such a beautifully animated series to the family of series on Strike.TV. 'The Goob' stands out as something totally fresh and lovingly crafted. I have yet to see this level of independently produced computer animation for the Web and can't wait to share this find with our audience.", said Strike.TV's CEO, Peter Hyoguchi.
- Strike.TV is a great partner for us and we are very pleased with the platform they can offer for this new form of interactive animated series, says Erik Öhrner CFO & Business Manager, Assorted Nuts Animation Studios.
- We are working on some exciting things for theGoob's career. This seasons final video, currently in production, will be a big clue of what's to come, says Magnus Jansson, CEO and Creative Director at Assorted Nuts Animation Studios.

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<http://www.assortednuts.se/press>

About theGoob

Dwayne 'theGoob' Gunderson is the world's first animated blogger. His video-blog, “shot” with his mobile phone's camera, chronicles his journey from rural Alabama to the big lights of Tinseltown, all in pursuit of his dream of silver screen fame. Launched in 2008, the project was distributed to mobile phones by Sony

Ericsson in Europe and has to date had over five million content downloads. In March 2009, theGoob released his first music video, marking the first step of his musical career. His blog is available online at <http://www.thegoob.com>.

About Assorted Nuts Animation Studios

Assorted Nuts Animation Studios, founded in 2002, is an independent development house based in Sweden. The studio develops and exploits intellectual properties for the international market; Animated feature films, TV-series & on-demand content, spanning all age-groups, from pre-school to family entertainment to adult comedy.

To find out more about Strike.TV please visit www.strike.tv

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