

PRESS RELEASE

theGoob.com

THE WORLD'S FIRST CG-ANIMATED BLOGGER SETS SIGHTS FOR TV

With the aid of his video camera phone, Dwayne “theGoob” Gunderson has been blogging his coast-to-coast journey. The video blog entries have been published on YouTube and on his blog - www.thegoob.com. This might sound like your everyday blogger, but theGoob is a 3D-animated character.

Now the world's first 3D-animated blogger is on his way to pursue his dream and become an actor in Hollywood. The company behind the idea, Swedish-based development house Assorted Nuts Animation Studios are taking the concept to television by developing a 22x11 minute show.

In the rural outback of the Deep South, just outside middle of nowhere, New Brockton, Alabama to be precise – we find Dwayne Gunderson, better known around these parts as “Goob”. Living and working on his uncle’s peanut farm is a good life – it’s just not enough for Dwayne who feels he is destined for greater things! With his love for acting and music, there really is no other place to be than Hollywood!

On May 4th, Dwayne left the farm and embarked on a road-trip and continuously let the world know all the wondrous places and whacky characters he encountered. Two months later, on July 4th, he arrived in Hollywood!

The project first launched as video-blog and now, hot off the mobile distribution success with Sony Ericsson where theGoob saw over a million and a half downloads since July, theGoob is being developed as a TV-series. Assorted Nuts Animation Studios sees great potential in the show crossing over to other forms of media and centering everything around his blog.

- “The concept of theGoob is unique in that it is not only the first animated blogger, but in that we put our character development online. We knew he wanted to go to Hollywood, now he had to tell us, and everyone else at the same time, how he was gonna get there”, says Magnus Jansson, CEO of Assorted Nuts Animation Studios
- “We are now developing the first season of the television-series and the continuation of his saga so far. At MIPCOM we will be presenting the idea and we are looking for partners to come on board”, says Bo Landin, Chairman of Assorted Nuts Animation Studios.

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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. ANAS is currently producing the feature film “Jumping Green Things” together with UK partner Tinopolis PLC.