

HOODLUM AND FOXTEL ANNOUNCE SLiDE PRODUCTION --A NEW DRAMA SERIES FOR FOX8

Hoodlum and FOXTEL announced today that production has commenced on the ten one hour television drama SLiDE, which will premiere exclusive on FOX8 in 2011.

Specifically designed for FOXTEL's flagship channel, SLiDE, is co-produced by Playmaker Media and Hoodlum and is a furiously funny and fearlessly frank series that follows the exploits of five teenagers smashing their way into adulthood. Cameras rolled in Brisbane this morning.

SLiDE will star five of Australia's freshest acting faces--Adele Perovic, Ben Schumann, Brenton Thwaites, Emily Robins and Gracie Gilbert. The series focuses on the 'first times' of these five young teenagers who encounter every manner of obstacle in their quest to steal experiences they're not entitled to--nothing will dampen their outlook or spirit. The series is devised as a multiplatform online/television drama featuring social media and an online experience that stands to revolutionise how television programs connect and communicate with the audience.

In addition to tuning into the show each week on FOX8 you will be able to experience SLiDE on the internet at FOX8.tv and via social media, Facebook and Twitter providing viewers with an entertainment experience like never before.

FOXTEL Executive Director of Television and Marketing, Brian Walsh, said: "SLiDE is an ambitious Australian drama that takes us flying into the new world of online and social media. It is a FOXTEL first, and will fit perfectly into FOX8's schedule in 2011."

"The producers and writers have done an outstanding job in connecting with the age group and desired audience so far. SLiDE will be raw and real, and in true FOXTEL tradition, different to what has been seen on Australian television previously".

About Hoodlum

Hoodlum is an Emmy Award-winning creative studio that specializes in producing high quality entertainment content for multiple platforms. Based in Brisbane, Australia, Hoodlum creates and delivers entertainment content for media companies and brands across a variety of channels. Hoodlum creates unique experiences for consumers with multiplatform campaigns that extend storylines for some of the most popular entertainment series and franchises. Hoodlum also helps the world's leading brands connect with audiences by creating interactive branded storytelling campaigns. Hoodlum is actively engaged in producing award winning content for multiple screens including television, film, online, mobile and emerging new media platforms for worldwide distribution.

