

Planet 51: Out of this World Premiere for Animated Feature Film

Ilion Animation Studios' first feature film hitches ride on International Space Station (ISS)

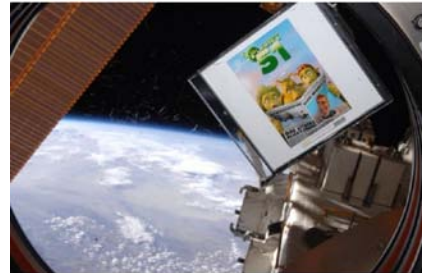
Los Angeles, November 21th 2009 –

To celebrate the Solar System Premiere Ilion Animation Studios' new animated comedy Planet 51, the film is currently orbiting the planet on the International Space Station!

Meanwhile on this planet, Ilion Animation Studios' first animated feature film, Planet 51, hit the red carpet at its international premiere in Los Angeles supported by the actors that performed the voices for the key characters in the film including Jessica Biel as Neera, Dwayne Johnson as Chuck and Gary Oldman as General Grawl. The premiere was the first step to its intra-planetary distribution in 170 countries.

Planet 51 has been an exciting project from day one blazing a new trail for animation films. Thanks to an agreement reached with Sony pictures, Planet 51 will be the first European animation film to be shown in at least 3,500 theatres across the USA!

The innovative enterprise of Planet 51 is also the development of multiplatform tailored contents adapted to a wide range of digital channels such as video game console, PC, mobile devices and social networks, adding a fresh offering to traditional DVD and cinema formats.



Additionally, an ambitious international licensing and merchandising program was developed to provide maximum visibility for the Planet 51 brand before its official release. These diverse categories include quick-service restaurant, school materials, toys, gaming and consumer electronics. This has been one of the largest operation plans for an animated franchise developed within European region.

Planet 51: the story

Planet 51 is the animated extraterrestrial adventure of an American astronaut, Charles "Chuck" Baker, who arrives to a new planet inhabited by little green creatures that live peacefully in a sort of 50's pop culture and frightened about a possible invasion. Helped by his robot "Rover" and his friend Lem, Chuck has to find the way back home.

This trip through space commanded by Ilion Animation Studios underscores the expertise of Joe Stillman, Oscar winner for his Shrek and Shrek 2 screenplays, as well as the commitment of 350 talented and experienced artists, program developers, high-tech engineers and other skilled professionals from over 20 countries.