

MEDIA RELEASE

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**GREEN LIGHT FOR SLR PRODUCTIONS' FIRST PROJECT:
ANIMATED SERIES OF AUSTRALIAN CHILDREN'S BESTSELLER 'DEADLY'**

Best-selling children's book series *Deadly*, written by Morris Gleitzman and Paul Jennings, is about to become an animated TV series produced by SLR Productions.

Deadly is a 13 x 1/2 hour children's series financed through the 'Distinctively Australian Fund' run by the Film Finance Corporation Australia and pre-sold to Network Nine Australia.

This is the first series from Suzanne Ryan's new company SLR Productions. Ryan will produce *Deadly*, with David Evans directing and Geoff Watson of Yoram Gross-EM.TV serving as executive producer with Ryan. Yoram Gross-EM.TV will be the Australian Animation Studio and Distributor.

Executive Producer Geoff Watson said: "Yoram Gross Productions is excited about the opportunity to work with Suzanne on this great Aussie project. It also marks a new business and production paradigm for YG that we feel will broaden the opportunities and creative scope for both our company and new Producers such as SLR."

Producer Suzanne Ryan said: "I have no doubt that the television series of *Deadly* will have a huge national and international appeal. Morris Gleitzman and Paul Jennings' wonderfully inventive world is an animator's dream and it is fantastic that a project like this can be fully financed from Australia."

Ryan sourced the *Deadly* books at the suggestion of Gleitzman and Jennings, who felt they would make a great television series. Ryan set up SLR Productions in 2003 as a joint venture with New Zealand production company South Pacific Pictures. Its aim is to produce *Deadly* and to develop future animation projects.

Ryan pitched *Deadly* to Script Executive Jo Horsburgh and Director of Drama Posie Graeme Evans at the Nine Network, who immediately recognised its potential. Australian animation company Yoram Gross EM.TV, who have 35 years of experience in producing animation were brought on board as the Australian studio and international distributor, and the final piece of the puzzle fell into place in late October when the Film Finance Corporation came on board with their new drama fund.

Ryan said: "It's fantastic that the FFC have a scheme aimed at supporting projects like *Deadly*. This series is a distinctively Australian project. I'm very proud to be bringing one of our bestselling children's stories to the screen with a team of top Australian talent. *Deadly* is action-packed, humourous, scary, bizarre and highly entertaining – and most of all, it's fun!"

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SLR

SLR is based in Sydney, Australia, and is a boutique animation company specialising in the creative development and production of high-quality children's entertainment programmes. SLR is owned and operated by executive producer/producer Suzanne Ryan and is a joint venture company with South Pacific Pictures, producers of *Whale Rider* and New Zealand's most prolific producer of film and television drama.

Current projects include *Deadly*, a TV series based on the best-selling books by Morris Gleitzman and Paul Jennings, which will screen on the Nine Network in 2005; and *I Got A Rocket!* an Australian - UK co-production between SLR Productions and Taffy Entertainment's UK unit, based on the popular Australian picture book of the same name by Matt Zurbo and Dean Gorrissen. The trailer for *I Got A Rocket!* was launched at MIPCOM earlier this year.

YORAM GROSS-EM.TV

Yoram Gross-EM.TV is internationally recognised as Australia's leading producer of quality children's animated programming. Celebrating 35 years of production this year, the company's many successes include *Blinky Billy*, *Dot and the Kangaroo* and fourteen other feature films, eleven completed TV series and four more series and a telemovie currently in production. The company has now diversified into the production of live action television series with *Bambaloo*, *Art Alive* and *K-Zone TV*. Yoram Gross-EM.TV productions have been screened in over 80 territories internationally.

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