



**Press Release:  
14 January 2008**

**MARCH ENTERTAINMENT, SLR PRODUCTIONS AND PARTHENON KIDS GREENLIGHT  
DEX HAMILTON: ALIEN ENTOMOLOGIST**

**A whole new breed of Hero!**

**New animation property begins production in Canada and Australia**

*Dex Hamilton: Alien Entomologist*, a new animated comedy adventure series about an intrepid young explorer (26x30') has begun production, with delivery slated for fall 2008.

Australian commercial broadcaster Ten Network has already pre-bought the series.

*Dex Hamilton: Alien Entomologist* created by Matthew Fenandez is a Canadian/Australian co-production between Toronto and Sudbury-based March Entertainment and Sydney-based SLR Productions. Parthenon Kids is also a co-production partner on the series and will be distributing it internationally.

Aimed at 6 to 11 year olds, the series will engage kids of all ages with its unique mixture of comedy, adventure and exploration.

The series follows the adventures of Dex Hamilton, a young naturalist, scientist and leading mind in alien entomology, who is tasked with conquering a mysterious alien epidemic and preserving the ecosystem.

It's the year 3000 and a plague of mysterious alien insects have invaded earth, causing a dangerous rift between man and nature. Dex Hamilton returns to earth to lead a unique insect sanctuary called Hamilton's Habitat and to embark on a catch and release programme to bring some balance back to nature.

Along with some extraordinary friends – Zap Monogan, Jenny 10, and Tongue, the 'fantastic frog boy', Dex uncovers the clues to a mystery that takes him through mythical landscapes, encounters with unworldly bugs and hazardous adventures.

Dan Hawes, president of March Entertainment added:

"We're all very passionate about Dex. He's a compelling character that transcends medium and he will inspire and entertain children of all ages. The March/SLR/Parthenon team is rock solid, bringing the best of the commonwealth together to create a world-beating series."

Suzanne Ryan, CEO of SLR said:

"I am thrilled to be working with Dan Hawes of March Entertainment and Regis Brown of Parthenon Kids on this Canadian-Australian co-production. I am delighted to have Cherrie Bottger at Network Ten Australia on board and to be working with the extremely creative and talented team of this production. Dex Hamilton is a character with such positive attitude that it's hard not love him no matter what age."

**More**

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Regis Brown, president of Parthenon Kids commented:

“The market for world class children’s animated entertainment has evolved significantly over the last few years and today’s kids demand more sophisticated product. *Dex Hamilton: Alien Entomologist* is an intelligent multi-platform brand that will both entertain and excite today’s voracious media-bouncing customer.”

**For further information please contact:**

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**Note to Editors:**

**Parthenon Kids**

Parthenon Kids creates, develops and exploits children’s programmes in-house, across animation and live action. It also makes investments in a small number of third party properties that have wide international or cross platform appeal. Parthenon Kids is a division of Parthenon Entertainment Group Ltd, which creates, co-produces and distributes top quality, award winning factual and children’s programming for the global marketplace. Headquartered in London, England, the Group has offices in LA, Hertfordshire, Bristol and Munich.  
[www.parthenonentertainment.com](http://www.parthenonentertainment.com)

**March Entertainment**

March Entertainment is an award-winning producer of branded digital content that entertains, informs and inspires. In addition to three hit seasons of the animated television series *Chilly Beach*, March Entertainment has produced an award-winning slate of animated content for TV, web and wireless platforms. Some of March Entertainment’s properties include *The Very Good Adventures of Yam Roll in Happy Kingdom*, *Maple Shorts!* and *Uncle Joe’s Cartoon Playhouse*. March Entertainment operates from a state-of-the-art animation studio in Sudbury, Ontario and a production office and studio in Toronto, Ontario.  
[www.marchentertainment.com](http://www.marchentertainment.com)

**SLR Productions**

SLR Productions is based in Sydney, Australia and specializes in the creative development and production of high-quality animated children’s entertainment programming. SLR is owned and operated by executive producer/producer Suzanne Ryan and is a joint-venture company with one of New Zealand’s most prolific production companies South Pacific Pictures. SLR Production’s credits include *Deadly!* and *I Got A Rocket* with new properties *Gasp!*, *Gluey & Celerina* and the international bestselling picture book *Guess How Much I Love You™*. With other diverse properties currently in development and plenty more content under consideration SLR continues to create shows with truly global potential.  
[www.slrproductions.com](http://www.slrproductions.com)