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## **Yahoo! to Unveil an Immersive Digital Experience with the Debut of Tom Hanks' New Animated Series "Electric City" on July 17th, 2012**

***Yahoo! Screen to Launch Original Digital Experience from Playtone and Reliance Entertainment as First-of-its Kind 360 Degree Online Interaction of Digital, Social, Mobile and Gaming Media***

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! (NASDAQ:YHOO), the premier digital media company, today announced that Playtone and Reliance Entertainment's animated series "Electric City," created by and starring Tom Hanks, will make its global debut on July 17<sup>th</sup>, 2012 on Yahoo! Screen. Set in a futuristic society, "Electric City" is a new 90- minute action-packed sci-fi adventure series. Yahoo! will bring Hanks' vision and storytelling to a global audience through a first-of-its kind 360 degree online interaction of digital, social, mobile and gaming media. **View the trailer here:** <http://electriccity.yahoo.com>.

"The much anticipated 'Electric City' is here - we at Yahoo! could not be more thrilled to be the digital partner for this unparalleled, groundbreaking series," said Erin McPherson VP & Head of Video at Yahoo!. "Partnering with Playtone, Reliance Entertainment and one of Hollywood's biggest stars, Tom Hanks, is an important milestone for Yahoo! in paving the way to becoming the global destination for premium online content from the best storytellers in entertainment."

"Electric City" features a multi-talented cast that includes the voices of **Tom Hanks**, **Jeanne Tripplehorn** ("Big Love," "Grey Gardens"), **Holland Taylor** ("Two and a Half Men"), **Ginnifer Goodwin** (WALK THE LINE, A SINGLE MAN, HE'S JUST NOT THAT INTO YOU), **Jason Antoon**, **Chris Parnell**, **Paul Scheer**, **June Diane Raphael** and **Georg Stanford Brown** among many others. The series, produced in partnership with Playtone and Reliance Entertainment, was created by **Tom Hanks** and executive produced by **Gary Goetzman** and **Amitabh Jhunjunwala**, Vice Chairman Reliance Entertainment Group.

"Every now and then, storytelling and technology unite in a fun and surprising way," said Playtone Partner Gary Goetzman. "'Electric City' brings viewers into a totally unique world through a truly immersive online experience whether they're at home on their computers or mobile on their tablets and smartphones."

"We at Reliance Entertainment are thrilled to have partnered with Playtone and Yahoo! on this ground-breaking and exciting project," said Amitabh Jhunjunwala, Vice Chairman Reliance Entertainment Group. "'Electric City' is a creative coup, a first-of-its-kind digital event blending great storytelling, breath-taking animation and digital technology unlike anything anyone has ever done before. Playtone and Yahoo! have joined us at Reliance in devoting our very best to this series, and it's a real tribute to our shared vision."

The first ten episodes, which are all 5-7 minutes in length, will premiere on Yahoo! beginning on July 17<sup>th</sup> with the remaining episodes being released July 18<sup>th</sup> and July 19<sup>th</sup>.

Jump Games, which is part of Reliance Entertainment, will be releasing an interactive mobile application on iOS and Android. Mobile audiences will also be able to play an original Role Playing Game featuring a key character from the online series, read digital comic-books that expand on the mythology of the online series, get behind-the-scenes sneak peeks from its development, and access other exclusive content. The app will be available on July 17<sup>th</sup>.

In addition to superior quality, high-end graphic animation designed specifically for the Internet, "Electric City" on Yahoo! Screen will feature an immersive and interactive online experience featuring a 3-D map of 'Electric City,' behind-the-scenes footage of the cast, games and more. The "Electric City" experience can be found on <http://electriccity.yahoo.com>.

### **What is "Electric City"?**

The world as we know it has ended and out of the rubble, the Electric City stands as a symbol of peace and security. Yet under the veneer of order lies a world full of secrets and violence. Secret police, back-alley dealings, daring chases, and murder all find a home in the "Electric City." Through the lens of a functioning, yet dystopian metropolis, "Electric City" touches upon relevant global issues and themes including energy consumption, freedom of information, crime and punishment and more. The story unfolds gradually, layering mystery upon mystery, inviting viewers to interact with the content and each other. Metaphors and symbols are woven throughout, creating a perfect environment for puzzle-solving and community interaction. Like good science fiction, "Electric City" raises provocative questions about our own way of life and value systems. Short-form connecting storylines combined with vivid animation and a compelling score will keep audiences watching, while metaphors and a range of subject lines will keep them guessing—and reflecting.

## The "Electric City" Experience on Yahoo!

"Electric City" will be shown as a multi-part series on Yahoo! Screen, and will be supported by a deeply immersive and interactive online experience that enhances the drama, mystery and intrigue of the series.

Yahoo!'s interactive and social features will allow viewers to:

- Navigate non-linearly and learn more about the world of "Electric City" through a 3-D interactive map
- Dig deeper into the character's back-stories
- Watch exclusive behind-the-scenes footage
- Post reactions and commentary directly to Facebook and Twitter at [facebook.com/tomhanksec](https://facebook.com/tomhanksec) and @tomhanksec
- Engage members of their social networks in discussions and debates about societal themes, events and characters
- Engage in casual games and other content related to the series

"Electric City" will also live across multiple devices and comes enabled for tablets. The series will be punctuated by special events, such as opportunities to watch exclusive content and to interact with the cast and creators. As a truly global entertainment experience, the series will also be available in numerous languages, including French and Spanish.

As the premier digital media company, Yahoo! sets the bar for best-in-class original video programming with 21 out of the top 25 most-watched online series\* and captures more than 57 million unique viewers a month\*\* who come to Yahoo! to watch video.

### About Yahoo!

Yahoo! is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom ([pressroom.yahoo.net](https://pressroom.yahoo.net)) or the company's blog, Yodel Anecdotal ([yodel.yahoo.com](https://yodel.yahoo.com)).

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### About Playtone

Playtone is Tom Hanks and Gary Goetzman's film and television production company. Film releases include MAMMA MIA!, WHERE THE WILD THINGS ARE, LARRY CROWNE , CHARLIE WILSON'S WAR, THE POLAR EXPRESS, and MY BIG FAT GREEK WEDDING. Television credits include the Emmy winning miniseries "The Pacific", "John Adams" and "Band of Brothers"; and Emmy nominated HBO series "Big Love" and "The 25<sup>th</sup> Anniversary Rock & Roll Hall of Fame Concert."

### About Reliance Entertainment

Reliance Entertainment is the media and entertainment arm of India's Reliance Group, with a significant presence in film entertainment (film production, distribution, and exhibition), broadcasting and new media ventures. In Hollywood, Reliance Entertainment has partnered with Steven Spielberg and Stacey Snider on the formation of DreamWorks Studios, and has several development deals, including among others, with Tom Hanks and Gary Goetzman's Playtone, Brian Gazer and Ron Howards' Imagine Entertainment, George Clooney's Smokehouse Productions, Brad Pitt's Plan B Entertainment, and Brett Ratner's Rat Entertainment. Following its acquisition of IM Global, the company now benefits from an international sales team, with an excellent reputation and global presence, under the leadership of Stuart Ford. In India, Reliance Entertainment ([www.relianceentertainment.net](https://www.relianceentertainment.net)), has built an impressive film production slate in Hindi, English and other Indian languages, which it markets and distributes worldwide. Group company, Reliance MediaWorks Ltd., is India's fastest growing film and entertainment services company. Reliance MediaWorks has a leading presence in Film Services: Motion Picture Processing and DI; Film Restoration and Image Enhancement; 3D; Digital Mastering; Studios and Equipment rentals; Visual Effects; Animation; and TV Post Production, with a presence across India, the US, UK, Russia and Japan. The Reliance Group is among India's leading business houses, with total assets touching US\$ 30 billion and net worth of over US\$ 19.7 billion. Across different companies, the group has a customer base of over 230 million, the largest in India.

\*comScore Media Builder Custom Report, US, April 2012 among a set including more than 75 original video programs, as custom-defined by Yahoo!, on the following properties: Yahoo!, AOL, Forbes, Funny or Die, Hulu, IGN, MSN, NY Times,

People, PopSugar, SheKnows, [Smosh.com](http://Smosh.com), TMZ, and YouTube. \*\*comScore, Video Metrix, US, May 2012

Yahoo! Global Communications  
Becky Auslander, 212-381-6909  
[beckya@yahoo-inc.com](mailto:beckya@yahoo-inc.com)

or

42West for Tom Hanks and Playtone  
Chris De Haan, 424-901-8726  
[chris.DeHaan@42west.net](mailto:chris.DeHaan@42west.net)

or

Reliance Entertainment Group  
Shuchika Agarwal  
[Shuchika.Agarwal@relianceada.com](mailto:Shuchika.Agarwal@relianceada.com)

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