

# MAINFRAME™

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## NEWSPAPER ARTICLE

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*By Dustin Dinoff*

### Mainframe animates aardvarks and hawks for DVD

**Vancouver:** Expect to see a few new straight-to-DVD CG titles from Vancouver's Mainframe Entertainment in the coming year. In addition to a sixth title in its *Barbie* franchise, Mainframe is working on feature-length animated films starring skateboarder Tony Hawk and kid-friendly aardvark Arthur.

Mainframe developed *Tony Hawk in Boom Boom Sabotage* with the champion boarder and retains the film's worldwide distribution rights. Hawk serves as executive producer, contributing his voice and moves to the project.

Mainframe motion-captured Hawk and a few of his pro-skater cohorts performing tricks to be animated into the film, about a group of Hawk's loyal fans who endeavor to save their hero after he is kidnapped by an evil circus performer.

"We have a lot of great action in this and a comedic story designed to appeal to Tony's core audience, kids from about eight to 15," says Mainframe CEO Rick Mischel. "We're very proud of this because it is fully conceived and produced by Mainframe internally."

Mischel says *Arthur* creator Marc Brown was looking to revise his popular children's property, he felt the best way was with a slick CG feature. Hence, Mainframe is splitting the animation duties on *Arthur's Missing Pal* with India's RichCrest Animation, coproducing the film with Marc Brown Studios and WGBH Boston.

Lions Gate has secured U.S. distribution rights, while Mainframe holds worldwide rights.

"It's the perfect complement to our strategy, which is to own the distribution rights of the properties we're producing," says Mischel. "[*Arthur* has] been a good project. I think both Lions Gate and Mainframe look at this property as one that could be the source of a franchise."

"*Arthur's* 20-some books have sold more than 52 million copies and spawned a licensing juggernaut. *Arthur's Missing Pal* will be released in the spring while *Boom Boom Sabotage* will hit video stores next fall.

In the meantime, Mainframe will continue work on a new CG Halloween special for Cartoon Network in the U.S., *Scary Godmother: The Revenge of Jimmy*. The one-hour is a sequel to last year's *Scary Godmother Halloween Spooktakular*. *Scary Godmother* is based on Jill Thompson's graphic novels. *Revenge of Jimmy* will be distributed by Anchor Bay Home Video in the U.S. and Canada. Mainframe will deliver in October, just before Halloween. Mischel could not confirm whether there would be a third title in the series for 2006.