



## PORTFOLIO DELIVERS A DOUBLE DOSE OF TWEEN CULTURE WITH SIMULTANEOUS LAUNCH OF CARL SQUARED ANIMATED TV SERIES AND MULTIPLE WEB APPLICATIONS

*Series provides broadcasters worldwide with unique opportunity to attract web audience to their channel.*

**TORONTO, ONT – August 1, 2005**

It's a series. It's a blog. It's a web game. Well actually, it's all three and it is poised to reach kids wherever they are and whenever they want. Portfolio's new animated series, **Carl<sup>2</sup>**, merges traditional and new media into one feisty package. Call it instant gratification for tweens.

With its characteristic talent for creating off the wall, kids television series inspired by breaking news stories, Portfolio heads straight back to the headlines for its motivation for **Carl<sup>2</sup>**. In this case, Portfolio grabs onto the current fascination with human cloning and morphs it into an integrated web and television comedy concept for internet savvy tweens.

Imagine ranting about life on your Blog and then getting a Spam email offering the miracle of online cloning. That's exactly what happens to Carl Crashman, a 14 year old dude with a 'tude, who accidentally orders his own clone online using a fingerprint, a yearbook photo and a scabby band-aid. The result arrives six weeks later - an enormous wooden crate containing Carl's physical duplicate, a clone known as C2. Who could blame Carl for thinking his ultimate slacker dream has come true?

Carl soon learns the meaning of the phrase *be careful what you wish for*, as his typical existence becomes double the trouble, and he scrambles to cover up the trail of chaos that his eccentric, exuberant, 'friend of the friendless' clone leaves in his wake. It's an awe-inspiring responsibility for someone who has been trying to avoid responsibility his whole life.



**Carl Squared Productions Inc.**

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The Carl Squared Website is a “hangout” for viewers who want to get to know Carl and his clone as well as interact by sending fan mail and participating in polls posted by Carl. Viewers can also read Carl’s weekly blog entries as he rants about his life and ongoing trials and tribulations of being a teenager, well, two teenagers, actually. At the end of each episode, Carl speaks to his viewers and invites them to visit his blog. The web address is personalized so that each Broadcaster can direct its viewers to Carl’s blog, via its own web site.

Carl’s blog, updated regularly, adds a whole new layer to Carl’s life and that of his clone and his buddies. Together, the two media throw back and forth to one another with seamless effort to create a truly integrated, ‘interactive’ experience.

“**Carl<sup>2</sup>** creatively taps into the zeitgeist of today’s tweens. Internet chat rooms are this generation’s answer to the malt shop, and blogging is the new diary,” says executive producer, Joy Rosen.

And for the gaming crowd, there’s a high energy, action adventure **Carl<sup>2</sup>** on line game. Customized for use by each participating broadcaster, the game takes players skateboarding with Carl and his clone through his home town, performing cool tricks and avoiding obstacles as they collect bonus points on their race to the finish line to impress his girlfriend Skye.

Aimed directly at the tween viewer, **Carl<sup>2</sup>** takes an unaffected, quasi-irreverent look at life from the perspective of a typical 14-year old boy. “As Carl navigates the mine field of his own creation, the series assimilates all the touchstones of 21<sup>st</sup> century teen existence: shyness, bullying, keeping secrets, annoying parents, relationships, and unrequited love,” says executive producer Lisa Olfman.

Produced by Portfolio Entertainment Inc. in association with TELETOON Canada Inc., **Carl<sup>2</sup>** is distributed worldwide by Portfolio Entertainment International.

For more information, visuals and tapes, please contact: Portfolio Entertainment  
(416) 483-9773

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#### **ABOUT PORTFOLIO ENTERTAINMENT INC.**

Founded in 1991, Toronto-based Portfolio Entertainment is one of Canada’s leading independent producers and distributors of bold, award-winning Television programs for kids, teens and adults including the hit series *RoboRoach*. Co-founders and presidents, Lisa Olfman and Joy Rosen, are the recipients of the *2003 Rotman Canadian Woman Entrepreneur of the Year Award for Export Excellence* and were featured in Animation Magazine’s *25 Rising Women in Animation*.