

**FOR IMMEDIATE RELEASE**

August 24, 2011

**CONTACT:**

Rod Riegel, 310-244-8907  
[rod\\_riegel@3net.com](mailto:rod_riegel@3net.com)

**3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX - TO LAUNCH TELEVISION'S FIRST-EVER KIDS 3D PROGRAMMING BLOCK**

*-- Lineup Includes Exclusive 3D Animated Series, Live-Action Programs, Family-Friendly Sony Theatrical Titles and More --*

**(Culver City, Calif.)** – 3net, the joint venture 24/7 3D Network from Sony, Discovery and IMAX, will expand its dynamic lineup of compelling, native 3D television content with the debut of the world’s first dedicated kids 3D programming block, it was announced today by Tom Cosgrove, President & CEO, 3net. The network’s foray into children’s television will be bolstered by more than 30 hours of exclusive, native family-friendly 3D content at launch, and 3net will celebrate this groundbreaking initiative with the world premiere of the all-new animated 3D series **BOLTS & BLIP** and **DREAM DEFENDERS** in a prime-time special presentation Sunday, September 25 (8PM ET/PT).

“The announcement of a dedicated programming block for kids 7-12 and their families marks another important step forward in our mission to provide compelling, diverse and original 3D television content to the broadest audience of consumers possible,” said Cosgrove. “It further underscores 3net’s on-going commitment to building upon our leadership position in the dynamic and ever-growing in-home 3D entertainment space.”

In addition to the animated 3D children’s series announced today, 3net will also debut the world 3D TV exclusive premieres of hit Sony Pictures 3D family films, as well as the live-action original series **FEEDING TIME**, the 3net exclusive **PUPPY BOWL**, all-new short-form kids-oriented content and more. 3net will announce future exclusive theatrical titles as well as additional live-action and animated series in the coming months, which will further enhance the initiative. The “3net Three Dee Kids” Saturday and Sunday lineup will premiere in its weekend time on Saturday, October 1 (10AM ET/PT).

Prime Time Debut Series Information:

**BOLTS & BLIP:**



BFFs Bolts & Blip are just your average everyday robots who desperately want to become cool battle-bots and play in the coveted Lunar League of Robotic Sports. When the pair finally get their wish, they realize they are in over their heads, and soon discover what they are really made of as they battle against formidable foes such as the Tread Heads, Blood-Bots, Galaxy All-Stars, and the eccentrically evil Dr. Blood. The 26 episode, half-hour series is produced by ToonBox Entertainment in partnership with South Korea’s Red Rover Co. Ltd.

## **DREAM DEFENDERS:**



DREAM DEFENDERS features Zane and Zoey, twins and rivals who serve as the last line of defense between the Real World and the nightmare creatures of the Dreamworld. Controlled by the evil Icela, ruler of Dreamworld, the nightmares have come to life and are threatening to break through and take control. Only Zane and Zoey, and their supercomputer Zeus, stand in Icela's way. The 26 episode, half-hour series is produced by Tiny Island Productions.

### **About 3net:**

3net, the joint venture of Sony Corporation, Discovery Communications and IMAX Corporation brings together three of the world's leading media, technology and entertainment companies to provide the nation's first and only fully programmed, 24/7 3D network. The three partners deliver an extraordinary collection of award-winning 3D content, technology and production expertise, television distribution and operational strength to the project, with a mission to bring viewers the highest quality and most immersive in-home 3D viewing experience possible. The channel will feature the most extensive library of 3D content in the world by the end of 2011, featuring genres that are most appealing in 3D, including natural history, documentary, action/adventure, travel, history, kids and family, hyper-reality, lifestyle and cuisine, concerts, movies, scripted series and more. 3net is currently available on DIRECTV channel 107. For more information, please visit [www.3net.com](http://www.3net.com).

###