



ENTERTAINMENT

Cartoon Network Creates Series Based on Mexican Icon: Santo

New animated action series being produced at Cartoon Network Studios

Atlanta, GA--(HISPANIC PR WIRE - BUSINESS WIRE)--February 14, 2007--The legend of Santo, El Enmascarado de Plata (the silver masked man) will reach new heights in the animated action series currently being produced for Cartoon Network. The legendary Mexican wrestler, El Hijo del Santo (son of Santo), will work with series creator and executive producer Carlo Olivares Paganoni to develop this yet-to-be-titled adventure/fantasy series set in Mexico City. El Hijo del Santo is heir to the legendary silver mask, once held by his father, the flesh and blood icon - Santo, El Enmascarado de Plata.

A highly idolized figure in Mexico, Santo is a cultural icon who has not only conquered the world of lucha libre (Mexican wrestling), but has also been immortalized in film and television. Santo passed his legacy onto his son 25 years ago, who has since successfully defended his father's title and propelled the distinguished reputation to a worldwide level. Today, El Hijo del Santo is recognized as the silver masked wrestler, Santo. Now over 65 years in the making, Santo's legacy has reached iconic status and is a true symbol of heroism.

"We're known for great characters at Cartoon Network," said Michael Ouweleen, senior vice president of development and creative direction for Cartoon Network. "We're now bringing a legendary icon who's also the ultimate hero."

"I am excited to work with Cartoon Network to expand the legend of Santo to fans around the world," added El Hijo del Santo.

In the new series, Santo is the world's most respected and most popular Mexican luchador (wrestler) who proudly upholds the honor that was passed down by his father. Along with inheriting the silver mask, the ultimate sign of purity and goodness, a brave and young Santo must also learn how to manage a vast array of mystical powers with the guidance of Coatl, an ancient feathered serpent. Santo uses his new powers to defend justice inside and outside the wrestling ring and faces a slew of enemies ranging from everyday criminals to genetically enhanced mystical villains.

Created and executive-produced by Carlo Olivares Paganoni with Alex Soto (Ben 10) as supervising producer, 13 half-hour episodes are being produced at Cartoon Network Studios in Burbank, Calif.

Cartoon Network (CartoonNetwork.com), currently seen in more than 91 million U.S. homes and 160 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service offering the best in original, acquired and classic animated entertainment for kids and families. Overnight from 11 p.m.-6 a.m. (ET, PT) Sunday-Thursday, Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animation for young adults 18-34.



Turner Broadcasting System, Inc., a Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.

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