

## Nicktoons Debuts New Animated Comedy Series, *Wild Grinders* From Skateboard Pro Rob Dyrdek, on Friday, April 27, at 7:00pm

NEW YORK, April 24, 2012 /PRNewswire/ -- Professional skateboarder and entrepreneur Rob Dyrdek (star of MTV's *Rob & Big*, *Fantasy Factory* and *Ridiculousness*) brings a cartoon comedy, set against the exciting backdrop of the sport of skateboarding, to Nicktoons with the new series, *Wild Grinders*, premiering **Friday, April 27, at 7:00 p.m. (ET)**. Inspired by Dyrdek's real-life experiences, each original half-hour episode follows the adventures of a group of friends bonded by their love of skateboarding. The 26-episode series, created and executive produced by Dyrdek, is produced in partnership with Home Plate Entertainment and Dyrdek's Four Down Productions. Agogo Corporation, Moonscoop, Telegael and Copernicus Studios are also co-producers on the HD production. Following the premiere, *Wild Grinders* will air regularly on Fridays at 7:00 p.m. (ET) on Nicktoons.

(Photo: <http://photos.prnewswire.com/prnh/20120424/NY94235> )

"Partnering with Rob Dyrdek on his passion project has allowed Nicktoons to show viewers an entertaining new branch of Rob's increasingly popular brand," says Keith Dawkins, SVP/General Manager Nicktoons & TeenNick. "Rob's established fan base and new viewers will enjoy watching the antics of Lil Rob in this new series featuring authentic characters in fun and extreme situations. *Wild Grinders* illustrates the increasingly popular sport of skateboarding and the culture that surrounds it."

"*Wild Grinders* becoming an animated series and airing on Nicktoons is another one of my boyhood dreams come true. I came up with the name when I was eleven years old, when I needed a name for my first skate crew — who knew it would turn into such a mega brand. The journey we took to get to this point has been nothing but WILD," says Rob Dyrdek, creator and executive producer of *Wild Grinders*. "This series has everything, comedy, action and skateboarding. It is something I am very proud of and definitely will be a series kids will love for years."

*Wild Grinders* is a kickin' animated comedy about Lil Rob, a quick-thinking skater kid. The series also features Lil Rob's talking right-hand dog Meaty (inspired by his own bull-dog of the same name), his best friend Goggles, and their middle school skate crew. The series follows the friends, known as Wild Grinders, on their escapades around their hometown of Sprawl City and at their beloved skate spot, The Lot. This smart, witty and talented posse from diverse backgrounds skate in and out of dilemmas, undertake new challenges and experience adventures together. From an undersea skating quest (inspired by Dyrdek's real life dive with sharks) to starring in a zany reality show, each episode of *Wild Grinders* is infused with fun and friendship.

The *Wild Grinders* cast includes: Rob Dyrdek as the voice of Lil Rob and Gene; Chelsea Chanel Dudley, the rapping receptionist from the *Fantasy Factory*, as the voice of FLIPZ; Sterling Brim, Rob's co-host on MTV's *Ridiculousness*, as the voice of Meaty; Kel Mitchell, Nickelodeon's *Kenan & Kel*, as the voice of Jay Jay; and comedian Erin Fitzgerald, *Ed, Edd & Eddy*, *Monster High*, as the voice of Stubford, the self proclaimed nemesis of Lil Rob.

In the premiere episode, "Deconstructed," the Wild Grinders must figure out a way to save their beloved vacant lot skate spot from Track Huckersterball, the meglo-maniacal, greedy local business man, who plans to use the land to build a theme park. Then in "Close-Up," hotshot TV Network head honcho Chip Fliggington is looking for a new reality star. When Lil Rob catches his eye, Chip casts him and the Grinders in a series of terrible reality shows.

The *Wild Grinders* series will be distributed internationally by Moonscoop, who also serves as the consumer products provider/supplier.

### **About Nicktoons**

Nicktoons is the fastest growing kids' network and offers programming such as *Monsuno*, the *Dragon Ball* franchise, *Iron Man: Armored Adventures*, *Voltron Force*, *NFL's Rush Zone: Guardians of the Core*, and the *Power Rangers* franchise as well as a roster of hits that have defined kids' and animation lovers' TV, including *Avatar: The Last Airbender*, *Invader Zim*, *Danny Phantom*, *SpongeBob SquarePants*, *The Fairly OddParents*, and *The Adventures of Jimmy Neutron, Boy Genius*. Nicktoons currently reaches 61 million homes via cable, digital cable and satellite. For more information or artwork, visit <http://www.nickpress.com>. Nicktoons and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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