

Michael Eisner's Vuguru and Emmy Nominated Web Producers Big Fantastic Launch Original Internet Series Robin Cook's Foreign Body The Prequel

50 Episode Prequel Based on New Novel From Best Selling Author Robin Cook; American Honda Sponsors Innovative Series

BEVERLY HILLS, CA - (May 28, 2008) Michael Eisner's independent media studio, Vuguru (www.vuguru.com) this week launched the innovative web series, Robin Cook's Foreign Body The Prequel, a prequel to international bestselling author Robin Cook's upcoming novel, Foreign Body, to be published by G. P. Putnam's Sons on August 5, 2008. The series is co-produced by Cyber Group Digital Media, a division of Cyber Group Animation (www.cyber-animation.com) and was developed and directed by online entertainment company Big Fantastic (Prom Queen, Sam Has 7 Friends). The series, which will air everyday, five days a week, for 10 weeks, premiered on top online destinations including: YouTube, Veoh, Hulu, blip.tv, Dailymotion, and www.foreignbody.tv.

Foreign Body marks the first time a leading consumer book publishing company and a new media studio have combined resources to unite the best in traditional storytelling with the sky-rocketing popularity of original online content.

"By marrying offline and online content, the thrilling Foreign Body series is a major step in the transformation of internet content," said Michael Eisner. "Partnering with best selling author Robin Cook and pioneers of Internet storytelling Big Fantastic has been a truly exciting endeavor."

The web series will feature a new two-minute episode every day, five days a week, for 10 weeks, leading up to the last installment which will be released on Monday, August 4. On Tuesday, August 5, G.P. Putnam's Sons will publish Robin Cook's new novel Foreign Body. The novel will be available nationally, featuring the same characters and picking up where the web series leaves off.

Robin Cook commented, "To watch Foreign Body come alive on-screen is exhilarating for me. With the opportunity to join my longtime publisher and one of the entertainment industry's innovative new media companies, I feel fortunate to have such a creative force translating my work into a compelling and original web series."

American Honda Motor Co. Inc. is the presenting sponsor of the series, prominently featuring the Honda Accord during pre-rolls and post-rolls of Foreign Body.

From the exotic streets of Delhi, India to the sun-soaked shores of Santa Monica, Foreign Body follows two young Indian beauties that are coaxed into traveling to Southern California by a group of cunning, cutthroat medical entrepreneurs who promise to help cultivate their nursing training in the States by offering them the American dream. The plot delves into the world of medical tourism with twists and turns of seduction, murder and international intrigue.

"Having the opportunity to collaborate with an author as acclaimed as Robin Cook has been an absolutely incredible experience for us," said Chris McCaleb of Big Fantastic. "It also has been great working with Vuguru again -- Michael Eisner is truly blazing a trail in his approach to new media."

Pierre Sissmann, President of Cyber Group Animation, whose company is co-producing and handling international distribution, added, "Robin Cook is an international best selling author with loyal readers all over the world and the market is looking for innovative content to distribute on all formats. With this internet series that we will also distribute on TV, we are already shaping the future of content in terms of 360 degree distribution."

In March, Vuguru launched The All-For-Nots, an original Internet comedy series that follows a documentary crew filming a fictional indie rock band as they travel the U.S. on a low budget, mismanaged tour. The series, currently in its initial run, is available on all forms of video

entertainment including online, cable and mobile. New and past episodes can be seen on HD Net, Verizon Wireless' V Cast Video-enabled phones as well as www.theallfornots.com , Bebo, You Tube, Veoh, Hulu, blip.tv, imeem, iTunes and maniaTV.com.

ABOUT ROBIN COOK

Dr. Robin Cook, who is widely credited with introducing the word "medical" to the thriller genre, and twenty-nine years after the publication of his breakthrough novel, *Coma*, continues to dominate the category he created. His most recent New York Times bestsellers include *Crisis*, *Critical*, *Marker*, *Seizure*, and *Shock*. Cook's medical thrillers have successfully combined medical fact with fiction to produce a succession of twenty-five New York Times bestsellers that have been translated into forty languages.

Cook is a graduate of Columbia University College of Physicians and Surgeons and finished his postgraduate training at Harvard University. He took residency training in both general surgery and ophthalmology followed by a stint at the Kennedy School of Government in public policy. He is currently on leave from the Massachusetts Eye and Ear Infirmary. Born in Brooklyn, New York, he lives and works in Florida.

ABOUT G. P. PUTNAM'S SONS

G. P. Putnam's Sons, a hardcover imprint of Penguin Group (USA), founded in 1838, is one of the oldest and most prestigious imprints in the publishing industry. In 2007, G. P. Putnam's Sons was once again the industry's #1 publisher leader of New York Times adult hardcover bestsellers -- a position the imprint has held for two decades running. With 30 New York Times hardcover bestsellers, approximately 50% of all of the books Putnam published last year hit The New York Times hardcover bestseller lists. Putnam's list of renowned and critically acclaimed authors includes Patricia Cornwell, Robin Cook, Nora Roberts, Tom Clancy, Clive Cussler, Sue Grafton, John Sandford, Amy Tan, W.E.B. Griffin, Catherine Coulter, Daniel Silva, Dick Francis, Robert B. Parker, J.D. Robb, Dave Barry, Kurt Vonnegut, Stuart Woods, Jayne Anne Krentz, William Gibson, Jack Higgins, Amanda Quick, Kate Mosse, Lilian Jackson Braun, Ridley Pearson, Karen Robards, Randy Wayne White, Stephen Donaldson and Thomas DeFrank.

ABOUT BIG FANTASTIC LLC

With two daytime Emmy awards nominations Big Fantastic is comprised of a handful of artists who aspire to a fresh and immersive way of storytelling on the Internet. Unified from backgrounds at Washington State University, Michael Mann's features, and a palette of short films, they collaborated and focused their talents into producing the first daily, scripted and dramatic web-series "Sam Has 7 Friends" in 2006. They followed up the success of "Sam Has 7 Friends" with the internet phenomenon "Prom Queen" and the sequel "Prom Queen: Summer Heat." Big Fantastic is comprised of Douglas Cheney, Chris Hampel, Chris McCaleb and Ryan Wise.

ABOUT CYBER GROUP ANIMATION

Cyber Group Animation is an independent producer and distributor of high quality 3D and 2D animation products and fiction products for TV, internet and mobile phones through its division Cyber Group Digital Media. Founded by former top executives from the Walt Disney Company, Pierre Sissmann, Dominique Bourse and Billy, the famous French TV host. Cyber Group brings over thirty years of precious experience in marketing entertainment worldwide. In the past few years Cyber Group Animation has constantly continued to develop its catalogue by seeking the most innovative content both for kids and young adults, such as its worldwide hit *OzieBoo!*