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Turner expands online Home

11:45, May 23rd 2007 by Ronnie Dungan

Turner's Cartoon Network is expanding its online promotion for its Foster's Home for Imaginary Friends programme, adding a number of new features to its Big Fat Awesome House Party site.

Launched in May 2006, over 13 million users have registered to play Big Fat Awesome House Party, CartoonNetwork.com's largest online game ever. Based on the channel's popular series Foster's Home for Imaginary Friends, the free game allows players to immerse themselves in the hit show by creating their very own imaginary friend.

CartoonNetwork.com is launching six new expansion features at Foster's Big Fat Awesome House Party that includes six new areas, with a new area outside the house launching every month where the player will be able to perform adventures and duties, as well as purchase goods, play games, and watch movie clips. Areas include Mac's Apartment, the shopping Mall, Mac's School, the Junkyards, the Park and the Airport.

Interaction with the My Best Friend avatar allows every player to integrate the avatar of a "real-life" friend into the house, and allows the player to view the avatar and keep track of his friend's accomplishments in the House Party game. The avatar will appear in different parts of the house, including the mini-games' high score lists as well as inside a special photo album.

Players will also be able to unlock cool objects at the Shopping Mall with tickets earned through various high scores in the mini-games with a new mini-game added each month. Each new expansion will also feature several new adventures that the player can go on with Bloo.

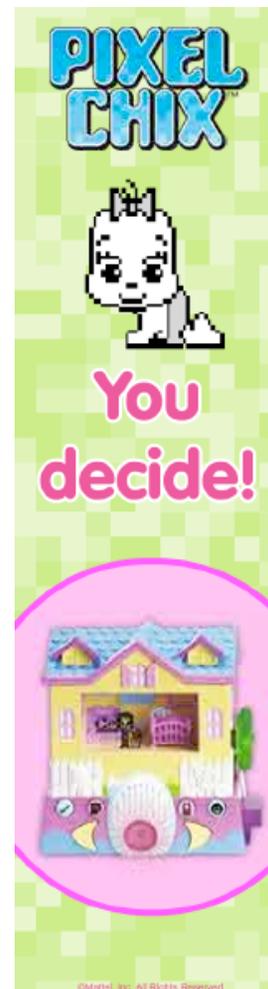
Each build will feature a new toy which can be unlocked like mini-games, and the toys will be objects that the player can interact with and lastly, players will be able to collect short video clips via the high-score reward system in the mini-games, and the video clips will be available for viewing at the Shopping Mall's cinema.

"Big Fat Awesome House Party has been our biggest gaming success in our history," said Paul Condolora, senior vice president and general manager of Cartoon Network New Media. "We're thrilled to expand the game to allow imaginary friends and online gamers the ability to explore the mansion in new and fun ways. The success of Big Fat Awesome House Party highlights our commitment to offering high quality online games that deepen the connection between our fans and our characters. We look forward to even more friends joining the



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mansion with the launch of additional features.”

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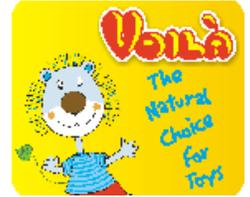
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