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## **ORBIT MEDIA GROUP PARTNERS WITH STARLIGHT CHILDREN'S FOUNDATION ON INTERACTIVE CHILDREN'S STORYBOOK APP: "COWBOYS & ALIENS: THE KIDS"**

*Proceeds from Every App Sold to Benefit Seriously Ill Children in the U.S. & Abroad*



Los Angeles, CA (July XX, 2011) – Orbit Media Group, LLC, a boutique consulting, idea factory and product acceleration firm, has announced a partnership with global charity Starlight Children's Foundation, whereby Starlight will receive 25 cents from each sale of Orbit's new interactive children's storybook App "Cowboys & Aliens: The Kids." The partnership comes in the wake of entertainment company Platinum Studios (OTCBB: PDOS) licensing the original story from Platinum CEO Scott Mitchell Rosenberg, who created the New York Times best-selling graphic novel and recently released blockbuster movie, *Cowboys & Aliens*, for Orbit to create an interactive storybook application for all Apple iOS and select Android OS devices.

Orbit is also proud to be partnered with Julia Delany and Kimon Taliadoros from Australian company Hub4Content on the marketing of the App Book.

Orbit's founder, Chris Adams, has worked with companies like Facebook, Amazon.com and Glam Media and helped Jeff Skoll build Participant Media, serving as the company's chief vision officer through its initial slate of films including *Syriana*, *Good Night and Good Luck* and the Academy Award-winning *An Inconvenient Truth*. It was while at Participant that Adams met Starlight co-founder Peter Samuelson, who served on Participant's advisory board during Adams' tenure there. Inspired by the Participant model he helped to foster – that of content helping advance social causes – it was a natural partnership when creating the "Cowboys & Aliens: The Kids" App Book.

For nearly 30 years, Starlight ([www.starlight.org](http://www.starlight.org)) has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Through a network of offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom.

“We are very pleased to team with Starlight on this exciting project,” stated Adams. “The work Starlight has done for nearly three decades to benefit seriously ill children and their families is nothing short of phenomenal, and with this App, we hope to empower children to read, paint and share, and for their parents, who buy the App, to help kids worldwide through Starlight.”

“We are extremely appreciative of Orbit and the generosity of all those who helped launch this wonderful initiative,” said Samuelson. “In receiving proceeds from the sales of ‘Cowboys & Aliens: The Kids,’ Starlight is able to continue its mission of brightening the world for seriously ill children. It’s great to see how this App will serve a dual purpose – providing entertainment for the general public and helping better the lives of the seriously ill children and families Starlight serves.”

“Cowboys & Aliens: The Kids” retails for \$4.99 and will be available in the Apple App Stores starting in early August just after the release of the *Cowboys & Aliens* feature film. The Android version will follow later in August.

In “Cowboys & Aliens: The Kids,” three children – a Western cowboy, a Native American, and a space alien – meet and become friends while playing with their toys. The App Book features a breadth of voice narration, painting functionality, sharing and customization of characters using photos from one’s photo library, plus social sharing via Facebook, Twitter and e-mail.

#### About Orbit Media Group, LLC

Orbit Media Group, LLC is a boutique consulting firm/idea factory/product and business accelerator global partners and clients seeking to bring the best ideas, people and products to the market fast. To learn more about Orbit, please visit: [www.orbitmediagroup.com](http://www.orbitmediagroup.com).

#### About Starlight Children’s Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For nearly 30 years, Starlight Children’s Foundation™ has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight’s programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more about Starlight, please visit: [www.starlight.org](http://www.starlight.org).

#### About Platinum Studios, Inc.

Platinum Studios (OTCBB: PDOS) is an entertainment company that controls an international library of over 5,000 comic book characters from all over the world, which it adapts, produces and licenses for all forms of media including print, film, online, mobile / wireless, gaming, and merchandising.

In addition to "Cowboys & Aliens," Platinum Studios is developing “Unique” at Walt Disney Pictures with “Harry Potter” producer David Heyman producing alongside Platinum Studios CEO Scott Mitchell Rosenberg, “Vice” with producer Andrew Lazar and Top Cow Productions, Inc., a feature film project at Sony Pictures Animation, and “Blood Nation” with producer Alexandra Milchan. In addition, Platinum is developing “MetaDocs” for TV with Syfy, FremantleMedia and Landscape Entertainment.

Platinum Studios - Comics Fueling Media EVERYWHERE!

<http://www.platinumstudios.com>

About hub4content

Our purpose is to recognize, define and articulate transformational strategies that provide clients with the blueprint for their business to achieve exponential growth and profitability. We believe the fundamental connectivity and utility of mobile devices has revolutionized the way people communicate, socialize, organize and manage their lives and decisions. To learn more, please visit [www.hub4content.com](http://www.hub4content.com)

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