

CONNOR SPY ALLIANCE UNDERCOVER

Crossing platforms to reach a wired generation, Spy Alliance embraces television, social gaming, web-based video, and mobile, location-based play to provide kids, their friends and families a rich, persistent game experience.

Broadcast Worldwide

Spy Alliance incorporates the characters and themes of “Connor Undercover”, a half-hour action-comedy series for kids. Spinning the story of spy freak Connor Heath and his headstrong house guest Gisela Calicos, “Connor Undercover” airs weekly on Family Channel in Canada, ABC3 in Australia, Boomerang (Turner) throughout Latin America, Nickelodeon in Germany and in 2011 in the US and other European countries.

In “Connor Undercover” fifteen-year-old Connor Heath’s (Max Morrow) world is rocked when a beautiful president’s daughter (Lola Tash) is sent – for her own safety – to live with his family. But dangers from home follow, and the two teens must scheme to figure out the mystery that’s taken over their lives - if they can only figure out how to get along first.

24/7 Online Social Game

The Spy Alliance is an international intelligence organization that recently launched online training for young recruits. Connor – along with other key characters from the series - has become a top agent within the Alliance. After seeing what an invaluable asset Connor is, the Spy Alliance decided to actively recruit young agents and has launched **Spy Alliance**, a persistent online social game. New recruits can train and play and learn secrets of the spy trade.

See the recruiting video here: <http://www.youtube.com/watch?v=nN6AvCq4GGk>

Fans of Connor Undercover will discover that Connor, Gisela, Whynot and a host of other characters from the show are agents who play the game regularly. If they’re lucky and play well, their favorite characters from the show could even become Allies.

YouTube

Spy alliance: Connor Undercover uses both YouTube and the site spyalliance.com to engage with players and fans through a variety of video assets. New Spy Alliance recruits will find original and exclusive training videos from Special Agent Gonzalez. Chosen by

the Spy Alliance to come out of deep cover, he's the face of the Alliance in their new recruitment drive. With a light and irreverent tone intended to entertain young players, Agent Gonzalez offers game tips and cheats and opens up the book on larger issues facing spies today.

Watch for these videos starting December 2010. Link to the Spy Alliance Channel here to check back: <http://www.youtube.com/user/SpyAlliance>

Aficionados of Connor Undercover will also find exclusive behind-the-scenes video interviews of the key cast and original music videos from series character Whynot. Played by the talented Jordan Francis, who recently toured Latin America with Camp Rock through November 2010, the music videos are a web-only Spy Alliance exclusive.

On The Go

For players who want to track Spy Alliance updates via their smart phones, Agent Gonzalez is scheduled to share his thoughts, impressions and whereabouts through regular posts to Twitter (AgentGonzalez) and Foursquare (AgentGonzalez) starting December 2010 – once he's been debriefed and successfully extracted from his deep cover assignment. As the ambassador of the Spy Alliance, Special Agent Gonzalez will keep followers apprised of the day-to-day life of a top spy. (The obvious irony being that spies are supposed to be hidden, so this initiative builds on the light, mildly-spoofy tone found in the Gonzalez videos.

Perfect for Social Networks

Coming soon to facebook, Spy Alliance will also be made available on other social networks such as MySpace, Hi-5, Orchid, Friendster, and additional game portals interested in building up engagement with a persistent, asynchronous and addictive social game.

Minigames - Another Layer of Spy Alliance Fun

Currently online at spyalliance.com, connorundercover.com, and family.ca, and soon available on major game portals across the web, the Spy Alliance mini games provide the ultra casual gamer a quick entry into the world with 8 easy to play yet challenging minigames. These work on another level as a competition training ground for secret agent recruits. The games encourage players to hone a wide variety of mental and motor skills. **Metro Rush** measures eye-hand coordination, reflexes and sense of timing. **Data Search** and **Covert Camera** reward a keen sense of observation and attention to detail. Breaking codes and deciphering ciphers in **Spy Squad** and **Cipher Smash** encourage logic and language aptitude. Still other games emphasize powers of concentration, patience and strategic thinking.

Each game found on a 3rd party site will point back to the extended social experience of Spy Alliance, offering players a chance to enrich their gameplay by finding friends, tracking performance on the leaderboards and conducting stealthy missions.

The eight Spy Alliance games are:

Metro Rush -- An Action-oriented Side-scroller.

Vault over obstacles and between rooftops at ever increasing speeds. But beware, timing is everything and your next jump could be your last.

<http://www.spyalliance.com/category/minigames/>

Undercover Auto -- A Top-down Chase Game.

Avoid enemy vehicles and pursue the criminal boss in a turbo charged race along the highway.

<http://www.spyalliance.com/category/minigames/>

Max Stealth -- A Top-down Evade Capture Game.

Use patience and problem solving skills to avoid being vaporized by bots in an enemy installation.

<http://www.spyalliance.com/category/minigames/>

Cipher Smash -- A Code Cracking Puzzle Game.

Use your intellect to substitute letters in a coded message and reveal the enemy's secrets!

<http://www.spyalliance.com/category/minigames/>

Data Search -- A Fast Click Time Challenge.

Uncover as much data as possible before time runs out and you are discovered by enemy agents!

<http://www.spyalliance.com/category/minigames/>

Spy Squad -- A Mastermind-style Puzzle Game.

Try and figure out who's been recruited for the latest top-secret mission. Testing connections will give you clues as to the structure of their criminal enterprise.

<http://www.spyalliance.com/category/minigames/>

Lock Block -- A Strategy Puzzle Game.

Turn the lock tumblers and slide the colored pins into their respective goal positions. The faster you open the lock, the more points you get!

<http://www.spyalliance.com/category/minigames/>

Covert Camera -- A Shooter-style Game.

Take photos of enemy agents for your spy dossier. The challenge is to pick the enemies out from the crowds of civilians!

<http://www.spyalliance.com/category/minigames/>