

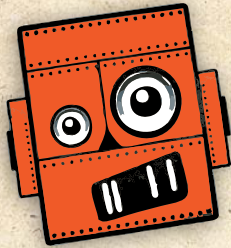


presents

WHAT IN THE WORLD?!



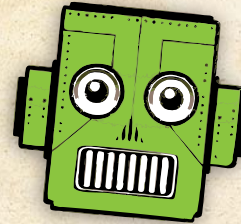
13x22 minutes



FAX

+

FIG



Meet Fax and Fig, two Intergalactic Record Keepers who have been charged with learning all they can about our planet! They're in search of the biggest, fastest, strongest, weirdest and wildest specimens, and the world is their oyster...

Speaking of oysters, did you know that the record for the most oysters eaten in 1 minute is 233?



What in the World?!! is an interactive Magazine-style entertainment extravaganza, combining comedy-based character segments, interactive brainteasers, play-at-home challenges, random bits of trivia and fun-facts. It's hilariously entertaining, educational, engrossing, and sometimes just GROSS!

Gross Fact #926 -- The toilet on the space shuttle stores "solids" on board, while "liquids" are vented into space!!! Ewwwww.....



Worlds Smallest Car

Featuring the brave, the bold and the bizarre, this animated series celebrates all the wonders of our weird and wild world!

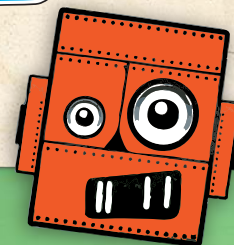
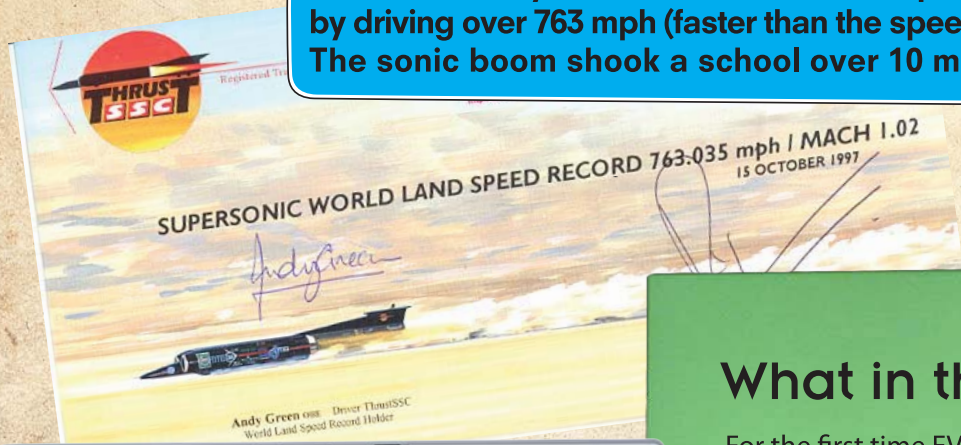
From hilarious strange-but-true tales, to epic fails, this show is off the rails! With a truly international flavour, this interactive series will appeal to all walks of life, showcasing some extraordinary people who march to their own beat and others performing mind-blowing feats!



Worlds Smallest Snake

These are the greatest hits (and misses) of the human race, as seen by a couple of oddball robots from outer space -- so get on board and get ready to think **FAST...**

Nevada's Andy Green broke the land speed record by driving over 763 mph (faster than the speed of sound!). The sonic boom shook a school over 10 miles away!



What in the World Online!

For the first time EVER, kids can go online and find themselves immersed in a 360-degree What-in-the-World experience with an MMOW (Massive Multiplayer Online World)!

The site and companion app will allow kids to create an avatar, build and customize their own "home" (complete with a trophy case to display their achievements) and explore what is essentially a What-in-the-World Theme Park -- from the Dino-Safari, filled with living, breathing record-breaking beasts of the past, to Stunt City -- where you can compete against other members of the community in stunt-related action games, like the Stunt-Plane-Wing-Walk!

Kids will compete for site-specific records and interact with each other and the environment to collect World-Record-related factoids, which will allow you to "level up" and access more content! The game is fun for all and free to play, with with subscription-based upgrades and micro-transactions.



iPod
and
iPhone
app

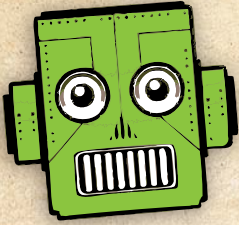
What in the World outreach!!!

We're embracing the Youtube generation and challenging them to start breaking "What in the World Records!" - fun, safe and silly challenges specific to our audience. Upload your clips to set an online record! Those that amazing or really funny, just might be aired on the show!

We're also challenging schools around the world to participate in outrageous challenges that will give kids the sense of pride and positive self-esteem that comes with official recognition from their favourite show on their favourite channel! The challenges can benefit community-causes, promote fitness, or just be about having fun!



The record for the largest human beatbox ensemble is 327 participants, set in Austria in 2009 -- can your school beat the challenge?



Me and 327 of my closest friends!

WHAT IN THE WORLD?! SEGMENTS

(DON'T) TRY THIS AT HOME!

Hosted by twins Tweedle-Do and Tweedle-Don't, this segment showcases live-action clips of extreme stunts that you should NOT attempt.

Highest altitude reached using helium filled toy balloons? Over 18,000 feet! Oldest stunt plane wing-walker? 89-year-old Thomas Lackey!

Then they're throwing down the gauntlet, with a stunt you SHOULD try at home! How long can you balance a spoon on your nose? How many stories high can you stack a deck of cards? Do you accept the challenge?...



7 Degrees of What-in-the-World Records!

When the spinning wheels stop to reveal two random subjects, it's a frenetically paced animated ride as our resident expert connects the two subjects in seven steps or less using only What-in-the-World Records and real life facts!

Today's challenge -- ICE CREAM & TRAINS!

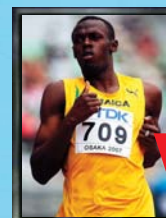
1. The most ICE CREAM scoops balanced on a cone is 26!
2. 26 is the number of hours marking the longest game of marbles!
3. The most MARBLES moved with chopsticks in one minute is 15!
4. The largest CHOPSTICKS measured at 8.4 m were manufactured in Japan!
5. JAPAN also holds the record for the largest fish market!
6. The FISH with the largest teeth relative to head-size is Sloan's viperfish!
7. Using only his TEETH, a Malaysian man pulled two TRAINS (that's over 260 tonnes)!



HEAD TO HEAD CHALLENGE!

It's ABC's Wide World of Sports meets Celebrity Deathmatch in this Stop-Motion segment pitting the world's best, fastest and tallest record-holders against each other in a head to head challenge -- with comically disastrous results! Hosted by a retro-style sports announcer, it's stacked with facts and figures for the stats junkies, and illustrated in fun and irreverent ways.

We're standing on top of the world's tallest building to find out which is longer -- The longest mustache, the longest beard or the longest hair? On your mark, get set -- Let down your hair! Also, who's faster at the 100-meter dash -- Sarah, a cheetah residing at the Cincinnati Zoo, or Jamaican Gold-Medalist Usain Bolt? Wait -- The cheetah is chasing Usain! He caught him! Oh no -- Let's go to the replay!



VS

Who is Faster?

Fake it or Break it!

We're presenting three animated depictions of some fairly ridiculous world records and seemingly real life facts - guess which one we made up!

The category is -- Animal Records! Can you spot the fake?

TRUE FALSE



The record for the oldest goldfish is 43 years!



The record for the longest snake in captivity is more than 30 feet!



The record for the most Snails to be worn on the face at one time is 36!



43 Years Old?

30 Feet Long?



36 Snails?

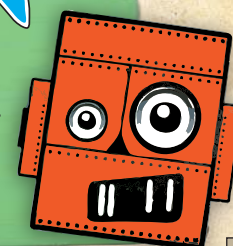


Pop-Up Quiz Whiz

Pop-up windows offer up fast and frenetic facts and figures, ranging from the **weird** to the **wild** to the **extreme**, while nonsensical distractions run amok onscreen!

See if you can stay focused and answer three questions at the end of the zany animated segment.

Are you a pop-up quiz whiz?





Dr. Gross

Each segment, our host gives you an unhealthy dose of gross with bizarre and shocking facts related to the human body! From the world's longest fingernails to the scientific explanation of burping. You might want to put down that sandwich for this one...



The longest burp is 1 minute 13 seconds 57 milliseconds by Michele Forgione of Italy!

Melvin Boothe's nails had a combined length of 9.85 metres!

The world's largest tapeworm is (37 feet)!



Mrs. Wurst's Famous Firsts!

Meet Mrs. Wurst -- she has a thirst for famous firsts! Each episode she presents three "Mrs. Wurst's Famous Firsts" -- can you figure out which happened first before she finishes her milkshake?

- Count de Grisley was the 1st magician to perform the trick of sawing a woman in half!
- Jules Leotard performed the world's 1st flying trapeze circus act without safety nets at the Cirque Napoleon in Paris!
- Annie Taylor was the 1st woman to go over Niagara Falls in a barrel. (She was aged 64 years at the time!)

...That slurping sound means Time's Up! Count de Grisley successfully sawed his assistant first in 1799, Jules Leotard performed without a net in 1859 and Annie Taylor went over the falls in 1901!



EXTREME CUISINE!

Here at the Extreme Cuisine Cafe, the world's worst short order cook is whipping up some pretty strange dishes, but none compare to the world's weirdest delicacies and food-based facts! From the largest cupcake (1,315 lbs) to the most custard pies in the face (46 in one minute) to a Chinese restaurant that serves squid tentacles still squirming on the plate! Each short segment ends with a messy food-fight as angry customers let the Chef know what they really think of today's special!



WRESTLING WITH RICARDO!

It's time to get physical with Ricardo, the fitness-loving Mexican wrestler! Each week he plays film footage on the old projector -- first of a live action extreme physical feat, and then of a viewer challenging him to beat them in a physical challenge!

From singing Old MacDonald while doing pushups to juggling eggs while doing jumping jacks. Ricardo always ends up huffing and puffing, though he always has an excuse (usually an old wrestling injury!)



THE COMMON SENSEi!

Meet the Common Sensei, the sensei of common sense! Each episode, he presents astounding facts and records and YOU figure out what they have in common!

- 1 The largest water BALLOON fight involved 3,927 participants in Provo, Utah, USA!
- 2 The world's largest CORN maze measured 163,853.83 m² (40.489 acres) at Coolpatch Pumpkins in Dixon, California, USA!
- 3 The most people inside a soap BUBBLE is 94 and was achieved by soap bubble artist MacDonaldi 'King of Bubbles' in Soltau, Germany!



Can you figure out what they all have in common?

Give up? They all involve things that you can pop. Balloons, Corn and Bubbles!

For more information about **WHAT IN THE WORLD?!**
contact Adam Shaheen: adam@cuppacoffee.com or (416) 340-8869