**SETH GREEN AND THE STUDIO BEHIND ROBOT CHICKEN PARTNER WITH VIMEO TO INTRODUCE ONLINE STOP-MOTION ANIMATION COURSE**

*Aspiring Animators Will Have Opportunity to Learn From the Award-Winning Team Behind “Robot Chicken” with “Stoopid Buddy Stoodios Animation Class”*

*New York Comic Con Attendees to Get First Look at Course in Live Session*

*Today at the Javits Center*

**New York, NY - Oct. 9, 2014 –** Today from Comic Con, [Vimeo](https://vimeo.com) and [Stoopid Buddy Stoodios](http://www.leagueofbuddies.com/), the studio behind the longest running stop-motion show on television, *Robot Chicken*, as well as Mattel’s *WWE Slam City*, L/Studio’s *Friendship All-Stars*, MAD’s stop-motion *Spy vs. Spy*, among many others, announced a partnership to offer a first-of-its-kind stop-motion character animation course.

“Stoopid Buddy Stoodios Animation Class” will be released exclusively on Vimeo On Demand and taught by Stoopid Buddy’s award-winning animation team. The two-hour course is the first animation educational service of its kind, providing hands-on training, tips and lectures designed to arm aspiring animators with the knowledge and tools needed to hone their specialized craft and become a successful professional. The course, currently in pre-order at <https://vimeo.com/ondemand/animationclass>, will be available later this year for a $99.99 digital download or a $79.99 streaming 30-day rental.

“DIY is the future and Vimeo is a leader in content sharing. We're thrilled by the opportunity this partnership offers to put all of our best knowledge directly in your hands,” said Green.

“’Stoopid Buddy Stoodios Animation Class’ is a natural fit for the Vimeo On Demand platform as instructional and animation content thrives with our audience,” said Greg Clayman, general manager of audience networks, Vimeo. “We’ve been actively pursuing content that supports passionate audiences underserved by traditional programming models and the high-quality content, bold style from the Stoopid Buddy’s team will resonate with animation enthusiasts globally.”

Stoopid Buddy Stoodios attracts a constant stream of celebrity guests to its studio for its many animated series and those who enroll in the new course available on Vimeo On Demand can expect celebrity guest appearances throughout the training sessions as well. You never know who might pop in during a class!

The online stop-motion animation course consists of a series of classes that augment Stoopid Buddy Stoodios’ popular eight-week beginner and intermediate training courses held at the company’s Burbank, California studio.

The new series joins Vimeo On Demand during a benchmark year for the platform. Earlier this year, Vimeo announced a $10 million fund to accelerate its investment in bringing and supporting quality individual titles to the Vimeo On Demand platform. Vimeo has been actively pursuing content that supports passion-driven verticals including music, instructional, sports, comedy and “sci-fi/seeking truth” titles that are relevant to Vimeo’s audience.

New York Comic Con attendees will get a first at look at the course during the opening day panel “Vimeo Presents Stoopid Buddies Film School Live” featuring the Stoopid Buddy’s award-winning animation team and moderated by Vimeo’s Greg Clayman. For more information on the panel, click here: <http://nycc14.mapyourshow.com/6_0/sessions/session-details.cfm?ScheduleID=891>.

The deal was brokered between Sam Toles, Vimeo’s Vice President of Content Acquisitions, and UTA on behalf of Stoopid Buddy Studios.

***About Vimeo***

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share, and discover videos. Vimeo enables creators to sell original films and series worldwide through Vimeo On Demand, its open self-distribution platform. Vimeo has more than 30 million registered members and reaches a global monthly audience of over 170 million people. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

***About Stoopid Buddy Stoodios***

Stoopid Buddy Stoodios is an artist-friendly collective that houses some of the finest talent in all of animation. Founded by partners Seth Green, John Harvatine IV, Matthew Senreich and Eric Towner, the company has a knack for creating unique visuals and telling character driven stories with an uncanny sensibility. Stoopid Buddy Stoodios is home to the longest running stop-motion show on television, *Robot Chicken*, as well as Mattel’s *WWE Slam City*, L/Studio’s *Friendship All-Stars*, MAD’s stop-motion *Spy vs. Spy*, among many others.

The company’s two-building campus and state-of-the-art facility located in Burbank, CA, makes it the largest studio specializing in stop-motion animation in California. The company’s work covers the animation gamut, ranging from charming hand-crafted animation all the way to high-end feature quality animation.

For more information, please visit [www.leagueofbuddies.com](http://www.leagueofbuddies.com)

**About ReedPOP**

ReedPOP is a boutique group within Reed Exhibitions, which is exclusively devoted to organizing events, launching and acquiring new shows, and partnering with premium brands in the pop culture arena. ReedPOP is dedicated to producing celebrations of popular culture throughout the world that transcend ordinary events by providing unique access and dynamic personal experiences for consumers and fans. The ReedPOP portfolio includes: New York Comic Con (NYCC), Chicago Comic & Entertainment Expo (C2E2), Penny Arcade Expo (PAX) Prime, East, South and Australia, Star Wars Celebration, Special Edition: NYC, Oz Comic-Con, BookCon and the UFC Fan Expo. In 2013, ReedPOP (has) added Star Wars Celebration Europe and PAX Australia to its rapidly expanding portfolio of international events. The staff at ReedPOP is a fan based group of professionals producing shows for other fans, thus making them uniquely qualified to service those with whom they share a common passion. ReedPOP is focused on bringing its expertise and knowledge to world communities in North America, South America, Europe, and Asia/Pacific, including Australia. (www.reedpop.com)

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