

## **Atom.com and Anthony Anderson Team Up for the Launch of the New Web Series "Matumbo Goldberg" Premiering on Tuesday, April 12**

**Anthony Anderson, Jenna Elfman, Michael Lerner, J. Rob Miller And Jerry Minor Star In "Matumbo Goldberg," A Web Series Written And Directed By Rob Pearlstein**

**A Sneak Peek Of "Matumbo Goldberg" To Be Featured In LA Comedy Short Festival On Friday, April 8**

NEW YORK, April 5, 2011 /PRNewswire via COMTEX/ --

[Atom.com](http://Atom.com), the digital comedy network and COMEDY CENTRAL's anchor brand for original digital content, released the trailer for its new digital Web series, "[Matumbo Goldberg](http://MatumboGoldberg.com)," starring Anthony Anderson today. The trailer can be viewed at [matumbo.atom.com](http://matumbo.atom.com). A sneak peek of the four episode series will debut during the LA Comedy Short Festival on Friday, April 8.

Premiering on Atom.com on Tuesday, April 12, "[Matumbo Goldberg](http://MatumboGoldberg.com)" is a four-episode comedic Web series about a 33 year old marketing executive (Anderson) who is downsized and comes up with an unusual solution. He puts himself on an African adoption agency Web site, claiming to be a four year old named Matumbo from Nairobi. Matumbo is adopted by a clueless suburban couple called the Goldbergs (Miller and Pearlstein), who don't believe that he is four but they think he might be 16 so they take him in anyway.

"Matumbo Goldberg" follows Matumbo on his adventures in suburbia as he takes advantage of his new found parents and must go through the same rights of passage that any child would, including getting his Bar Mitzvah, dealing with a new sister - even finding his parent's 'sex tape'. Ultimately, Matumbo Goldberg learns the value of family - a slightly messed up family, but a family all the same.

"Matumbo Goldberg" Episode Guide:

Episode 1: "Tribesmates" - Matumbo and friends go to great lengths to convince The Goldbergs that he is, in fact, an African orphan, but things fall apart.

Episode 2: "Bar Mitzvah" - It's time for Matumbo's rite of passage, but he's more interested in the buffet than the bris. Will he be able to buckle down and sing the blessing or will his eye for the JILFS get in the way?

Episode 3: "Sex Ed" - Matumbo gets an eyeful of his parent's more intimate moments, decides to take matters into his own hands and then immediately regrets his decision.

Episode 4: "Matumba" -The Goldbergs go for a girl, but Matumba (Jenna Elfman) is, just like her new brother, not exactly adoption material.

"Matumbo Goldberg," is written and directed by Rob Pearlstein, whose writing/directing debut, "Our Time Is Up," received an Oscar Nomination for Best Live Action Short Film. Pearlstein is currently developing a feature with Imagine and has written screenplays for Universal, Focus, Spyglass and Working Title and TV pilots for NBC, USA, FOX, ABC, CBS and CW, for producers including Lorne Michaels and Jerry Bruckheimer. He wrote for the series "Medium" and "The Inside." Pearlstein also directs commercials through Go Film. Previously, he wrote TV commercials and print ads for agencies including TBWA Chiat/Day, Fallon, BBDO, Deutsch and MTV.

### **SXM - Production Company**

SXM is a digital studio with a proven track record producing hit online series such as Easy To Assemble, CTRL and FCU: Fact Checkers Unit. Easy To Assemble brought such celebrities including Jeff Goldblum and Tom Arnold to IKEA and was named a top 5 branded entertainment property of 2009 by Advertising Age. CTRL starred Tony Hale, was sponsored by Coca-Cola and produced in partnership with NBC. CTRL has received over 7 million views to date. Fact Checkers produced with Samsung and NBC, featured celebrities including Jon Heder, Karolina Kurkova, Dave Navarro, Donald Faison and Alex Trebek and is currently in initial release. SXM produces online branded entertainment for Disney and Samsung amongst other clients. Matumbo Goldberg is SXM's first non-branded entertainment production.

### **Atom.com**

[Atom.com](http://Atom.com), a division of [Viacom](http://Viacom) Inc.'s (NYSE: VIA and VIA.B) MTVN Entertainment Group, is a digital comedy network for young men that reaches millions of consumers each month on the Atom.com Web site and millions more through multiplatform

distribution on television, mobile phones and the Internet. Atom.com's programming lineup features daily new releases of original comedy including animation, live-action narrative, topical videos, sketch comedies and spoofs. Atom offers a weekly competition (dubbed Atom's World Famous Cash-Money Internet Comedy Tournament), offering comedy uploaders opportunities to earn fame, cash, and airtime on television on COMEDY CENTRAL. Drawing on a strategic partnership with COMEDY CENTRAL and its own 10-year history of online video innovation and leadership (formerly as AtomFilms), Atom.com delivers Web comedy like nobody else.

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