

Get Ready to Get Your Gloom Out!: The Gloomers Animated Cartoon and Social Network Is Launched!

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Watch the Funny Gloomers Cartoons! The Gloomers Website Also Includes a Unique Online Community Where People Can Share, Commiserate, and Laugh About Their Gloom With Friends... Just in Time for the Next Round of Sorry News

SAN FRANCISCO, CA, Apr 15, 2009 (MARKET WIRE via COMTEX) -- Get ready to meet The Gloomers, a new animated cartoon family who are the perfect antidote to your recent 401K statement, pink slip worries, or a neighbor's inexplicably loud TV, and all of the other annoying things that happen to homo sapiens on a regular basis.

Today's release of The Gloomers tax day cartoon webisode is being sponsored exclusively by H&R Block.

"As the largest tax services provider, H&R Block understands all too well the fear, uncertainty and dread that often surrounds late-season filers as the April 15 midnight hour approaches," stated Paula Drum, vice president of Marketing for H&R Block's Digital Tax Services. "We are delighted to be a part of this very exciting webisode experience and to be able to offer our clients an opportunity to get their gloom out on tax day."

The Gloomers includes a weekly cartoon webisode series, and an animated "Gloom Room" that encourages people to share their own "gloomoments" with friends and family. Just a few of the many unusual features that make up www.thegloomers.com.

Why The Gloomers? The Gloomers offers comic relief, a place for everyone to feel better by venting concerns or frustrations, commiserating with others, and finding laughter amidst life's challenges. And no matter how bad your day has been, the Gloomers' family always has it worse!

"The time is right for The Gloomers," said CEO Dan Mechem. "People need a place to lighten their load, laugh and share their feelings. The Gloomers website offers that experience and a home to that unique expression. We believe the whole Gloomers concept will be a great new experience."

The Gloomers Family... Lotta, Dooman, Dooman Jr, Notta, and Moses

Dooman Gloomer (age 50, the father): Working as an actuary for an insurance company, Dooman is one part Homer Simpson, one part everyman. Dooman is the quintessential gloom magnet -- accidents always seem to come his way. Yet, despite this, he gets up every day and keeps on trying to do better!

Lotta Gloomer (age 49, the mother): Lotta is a tall, tough, and very smart tabloid exec (think Meryl Streep in "The Devil Wears Prada"). As the taller one in the marriage, Lotta is often found bossing around her husband. But despite her smarts and business savvy, she can't seem to escape the gloom gravity that envelopes the Gloomers.

Dooman Gloomer Jr alias: "Junior" (age 22, the son): Dooman Jr is an overweight and nerdy videogame freak who still lives at home (a source of conflict with his parents). Most of the time, Junior can be found wearing an electronic helmet that has his Bluetooth phone, iPod, and other assorted electronic devices tied into one. Pulled into the family's gloom vortex, Dooman Jr often tries to tune it out with his electronic helmet -- but with limited success.

Notta Gloomer (age 10, the daughter): A sweet girl, Notta is the light of the Gloomers. She is the only member of the family with immunity to gloom (hence, her name). Notta's pet is Moses, the cockatoo.

Moses Gloomer (age 67, the bird): Moses is a 67-year-old cockatoo who happens to be British and well-mannered. He's the wise, old bird of the family who frequently dispenses wisdom to keep the gloom from coming back all the time.

About The Gloomers

The Gloomers carries the torch of a notable cartoon lineage. Gloomers CEO, Dan Mechem, is son of Charles Mechem -- former chairman and CEO of Taft Broadcasting, the owner of Hanna-Barbera productions (a mainstay in Saturday morning living rooms with creations like "The Flintstones," "Yogi Bear," "The Jetsons," "Scooby Doo," and many more). "Flintstones" animator Mark

West helped create the cast of characters that make up the Gloomer family.

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