



## **DELVE DEEPER INTO THE MYSTERIOUS WORLD OF 'KYLE XY' ON ABCFAMILY.COM**

### **Interactive Online Experience Gives Viewers Extended Access To Hit ABC Family Original Series**

Mysteries and secrets abound in Kyle's universe and ABCFamily.com is now set to give viewers the chance to follow the clues on their own as well as take part in adventurous interactive "Kyle XY" experiences. ABC Family.com will roll out the multi-phased initiative in conjunction with the upcoming premiere of season two of "Kyle XY," Monday, June 11 (8:00 – 9:00 PM ET/PT). Each of the three phases contains different interactive features designed to enhance viewers' "Kyle XY" experiences, whether they are already die hard fans of the series or just discovering the show.

The initial phase, "The Countdown to Kyle XY," is already up and running with a clock ticking off the seconds until the second season premiere. The Countdown site contains exclusive video extras, including behind-the-scenes clips, web only promos and interviews with cast members talking about the upcoming season. The site also links to the ABC Family broadband player where users can stream all episodes from the series' first season to be caught up before the June 11<sup>th</sup> season two premiere date.

The second phase of the online experience, "The Kyle XY Continuum," is set to launch at KyleXY.com in advance of the season two premiere. The Continuum is the one stop site for all "Kyle XY" related information. The site will contain news and information about "Kyle XY," cast bios, episode guide and exclusive behind-the-scenes content. Also featured on the Continuum will be a special section dedicated to Kyle star Matt Dallas. Fans can have access to exclusive video and photo galleries featuring Matt, as well as take part in the interactive feature "Ask Matt Dallas" where the star will answer fan questions. Fans can enter the world of "Kyle XY" through the Continuum's Clue Tracker 2.0. Updated from season one's Clue Tracker room, this version will present an immersive environment featuring online games that enrich each week's storyline and allow fans to uncover clues, decipher messages and discover more information on the mysteries behind "Kyle XY."

Finally, after the end of season two, a KyleXY.com community site will be launched where fans of the show can get together and keep the story of "Kyle XY" alive.

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Part of the Disney-ABC-TV Group, ABC Family, distributed in over 91 million homes, features original movies, series and specials reflecting today's families and entertaining and connecting with adults through relevant stories about today's relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family's programming is a mix of quality acquired series and theatricals as well as original movies and scripted dramas. ABC Family is also the destination for Holiday events with "13 Nights of Halloween" and "25 Days of Christmas" branded programming events. ABC Family. A New Kind of Family.

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Contacts: Catherine Sudeth  
ABC Family  
(818) 973-4044  
[catherine.sudeth@disney.com](mailto:catherine.sudeth@disney.com)