



Erin Esurance To Make Animated Guest Appearance on Kimmel Live

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W!LDBRAIN Animation Studios has teamed with their client Esurance, the direct-to-consumer personal auto insurance company, to bring iconic secret agent Erin Esurance to late-night talk show JIMMY KIMMEL LIVE! in October. The guest spot will feature Erin Esurance interacting with the JIMMY KIMMEL LIVE! regulars Guillermo and Uncle Frank. Erin Esurance will appear as a guest in the first series of four appearances on October 21 at 12:05 a.m. ET/PT.

W!LDBRAIN and Esurance have collaborated on the auto insurance company's popular "Erin Esurance" advertisements since May 2004. Together, they have produced approximately 40 commercials and promotional elements featuring the secret agent over the past four years. The guest spots on JIMMY KIMMEL LIVE!, created by W!LDBRAIN, offer Esurance an exceptional format to tell audiences about their "Get Animated" advertising campaign, which features real people telling real stories about Esurance in a unique live-action/ animation hybrid format.

Audiences will also learn more about Esurance's environmental partnership with Cloud Cult, the band with whom Esurance has partnered to make their tour more sustainable. Esurance's latest music video-style commercial with the band is featured on www.esurance.com/cloudcult.

Tune in to ABC on October 21 at 12:05 a.m. ET/PT to see the first series of four appearances of Erin Esurance on JIMMY KIMMEL LIVE!. The next three air dates will take place on October 23, 28, and 30.

W!LDBRAIN is an award-winning production company that develops and produces animated content for commercials, interactive and new media.

