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## **W!LDBRAIN INKS DEVELOPMENT DEAL WITH FUEL INDUSTRIES**

Los Angeles (February 2, 2010)-- W!LDBRAIN, the award-winning entertainment company and one of the world's foremost producers of animation, has inked a deal with Fuel Industries, the Ottawa-based producer of popular interactive brands, including *AllGirlArcade.com*, to develop television, motion pictures, direct-to-consumer platforms and consumer products based on Fuel's popular entertainment properties.

"Fuel has a number of online entertainment assets with rich stories, characters and limitless creative possibilities," said Michael Polis, CEO, Wildbrain. "As a company, we will strategically integrate the proven Fuel properties and characters into our studio's content and distribution businesses. Under this agreement, we are looking at a handful of projects that have the potential to become sustainable franchises and growth drivers on a number of platforms," he continued.

"Our development deal with Wildbrain, combined with their successful portfolio of world-class animation and family entertainment, is a major step in our company's efforts to realize the full potential of our interactive properties," said Mike Burns, CEO of Fuel Industries.

Current Fuel properties in development and/or in production at Wildbrain include:

**AllGirlArcade.com** – A rapidly-expanding girl gaming portal and virtual world (Spark City) based on Fuel's 'Clik Stars' property, surrounding the adventures of three girl gaming superstars: Jessy, Mika and Leiyah; and their attempts to stop Raveena, a narcissistic fire queen, from making the Earth her personal playground.

**Fairies and Dragons** –Appeals to both girls and boys through the unique combination of four fairies and their elemental dragon friends. The magical storyline has already captured hearts across Europe as the world's first digital McDonald's Happy Meal.

**Sideway** – Art, passion and independence come together in the underground graffiti culture of Sideway, where we are introduced to Noz, a rebellious New York youth, and his mysterious adventures through the realm of a two-dimensional world that comes to life on the city's walls.

**Tetsurai** – Set in an alternate industrial future of hissing steam and clanking iron, Tetsurai combines television, an MMO, an arcade fighter and a role-playing game in a dark, sci-fi package.

**About WILDBRAIN:**

Wildbrain is an award-winning entertainment company and one of the world's foremost producers of animation. The studio develops and produces television, motion pictures, short-form programming, commercial content and licensed merchandise. Wildbrain has produced an exceptional slate of programming, including the critically acclaimed television series *Yo Gabba Gabba!* (Nick Jr.) and the live touring show *Yo Gabba Gabba!: There's A Party in My City*; *The Ricky Gervais Show* (HBO) and the hit Disney series, *Higglytown Heroes*. Some upcoming television and short-form projects include *Bubble Guppies*, an animated series for Nick Jr., *The Hard Times of RJ Berger*, an animated series for MTV and *Team Smithereen*, the short-form stunt puppet show from Dan Clark. Wildbrain and its creative team have won top industry awards. In film, the studio won an Annie for its computer graphics short film, *Hubert's Brain*. Wildbrain has received Clios, Addys, BDA Awards and Annies for their commercial work, reinvigorating classic brands for leading companies including The Coca-Cola Company, Honda, Kraft and Nike and has gained national attention for their animation work on behalf of Esurance, Ubisoft and Virgin America. Wildbrain's sister company, Kidrobot, creates limited edition toys, clothing, artwork and books, with stores in New York City, Los Angeles, San Francisco and Miami. Wildbrain is based in Los Angeles, CA. [www.wildbrain.com](http://www.wildbrain.com).

**About Fuel Industries:**

Fuel Industries is a multiple award-winning interactive studio that lives at the intersection of marketing and entertainment. With over 100 employees and presence in Canada, the US, and the UK, Fuel has built audiences by creating entertaining online experiences both for major international brands and its own licensed entertainment properties, such as *AllGirlArcade.com* and *Fairies and Dragons*. Fuel's diverse holdings include interests in game development, video production, sound design, social media, and mobile marketing. Passionate about redefining the interactive agency and inventing the future of online content, Fuel's clients and joint venture partners include Microsoft, Vans, McDonald's Global, and HBO. For additional information, visit [www.fuelindustries.com](http://www.fuelindustries.com).

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