



FOR IMMEDIATE RELEASE:

CELEBRITY FANS INCLUDING CHRISTINA AGUILERA, TRAVIS BARKER, JASON BATEMAN, BRENDAN FRASER, HEIDI KLUM, CHRIS NOTH, DENNIS QUAID AND BROOKE SHIELDS ALONG WITH THEIR KIDS, ATTEND SOLDOUT, FIRST EVER YO GABBA GABBA! LIVE! TOUR IN LOS ANGELES & NEW YORK

Surprise Guest Appearances and Performances in LA and NYC By Snoop Dogg, Jon Heder, Biz Markie, The Roots, Keri Russell, Sarah Silverman and More

LIMITED NUMBER OF TICKETS AVAILABLE IN CHICAGO AND DALLAS

******Photos from live show and EPK available upon request***

New York, NY (November 24, 2009) – The debut of YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY was a smash hit in Los Angeles and New York, attracting top celebrities, special musical talent and surprise guests to today's hottest live show for families.

W!LDBRAIN, the award-winning entertainment company that produces *Yo Gabba Gabba!* with The Magic Store and S2BN, the YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY tour producer, brought the groundbreaking series to the stage for the first time on November 14 and 15 with four sold out shows in LA followed by three sold out shows in NYC on November 21. Celebrities including *Christina Aguilera, Heidi Klum, Dennis Quaid, Jason Bateman, Travis Barker, Brooke Shields, Chris Noth, Keri Russell, and Brendan Fraser* among others, attended the shows with their children to celebrate the blockbuster tour kick-off.

During the tour kick-off in LA, special surprise appearances by *Snoop Dogg, Sarah Silverman, Jon Heder* from Napoleon Dynamite and *The Geeks* from *Freaks and Geeks* added to the excitement with performances of the famed "dancy dance" on stage. *Biz Markie* made a guest appearance to teach kids how to beat box. *Mix Master Mike, The Aquabats, Cold War Kids* and *Matt Costa* rocked the house as "Special Music Friends Show" performers in Los Angeles. *The Roots, Dinosaur Jr., Devendra Banhardt, DMC from Run DMC, Talib Kweli and Keri Russell* joined DJ Lance Rock and the friendly cast of characters, including Brobee, Foofa, Muno, Plex and Toodee on stage in NY.

Limited tickets for YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY are available in Dallas and Chicago.

Tickets for Dallas and Chicago can be purchased at www.ticketmaster.com. Children under one year of age will be admitted free to sit on a parent's lap. Dates and locations are as follows:

YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY

Dallas, TX @ Dr Pepper Arena

Saturday, November 28, 2009 11AM and 3PM

Chicago, IL @ Rosemont Theatre
Saturday, December 5, 2009 11AM and 3PM

YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY is the first live U.S. touring show for the hit children's program, which was created by Christian Jacobs and Scott Schultz and is produced by The Magic Store and W!LDBRAIN. Jon Berrett and Michael Polis are executive producers of the television series. The live-action U.S. stage production is inspired by the award-winning television series, and has a broad appeal among preschoolers, parents, teens and adults. DJ Lance Rock and everyone's favorite cast of characters – Brobee (the little green one), Foofa (the pink flower bubble), Muno (the red Cyclops), Plex (magic robot) and Toodee (the blue cat-dragon) rock out to their favorite songs from the groundbreaking series, while special guests show off their "dancey dance" moves. This state-of-the-art production is an interactive experience that will offer audience members of all ages the chance to bring the characters to life when they say the magic words, "Yo Gabba Gabba!" Christian Jacobs and Scott Schultz are the Creative Directors for the tour. Glenn Orsher is the live tour director.

Yo Gabba Gabba! premiered in the U.S. on Nickelodeon in August, 2007 and currently ranks as one of the most popular series on television. *Yo Gabba Gabba!*, was voted as one of the best new shows on television by TIME magazine, won a BAFTA Award in 2008, was awarded the "Outstanding Achievement in Children's Television" Award by the Television Critics Association and is a two-time Emmy nominee. The series airs three times a day, seven days a week on Nick Jr. and in several major international territories, including Australia, Canada, Israel, Latin America, New Zealand, South Africa and the U.K.

Yo Gabba Gabba! infuses retro-style and beat-driven music to teach simple life lessons through music. Today's most popular names in movies, television, music and sports flock to guest star in the groundbreaking show, including Jack Black, Rachel Dratch, Melora Hardin, Tony Hawk, Biz Markie, Jack McBrayer, MGMT, Mark Mothersbaugh, The Roots, Andy Samberg, Amy Sedaris, The Shins, Amare Stoudemire, The Ting Tings, Jimmy Eat World and Elijah Wood, among others. YO GABBA GABBA! toys, apparel and other merchandise are sold in stores nationwide in the U.S. and have skyrocketed in popularity. *Yo Gabba Gabba!* is recommended as a trusted program for preschoolers by The Smart Television Alliance, a non-profit organization comprised of leading non-profit children's media organizations including Common Sense Media, Parents' Choice Foundation, Parents Television Council and Coalition for Quality children's Media: KIDS FIRST!. Visit www.yogabbagabba.com.

About W!LDBRAIN

Founded in 1994, W!LDBRAIN (www.wildbrain.com) is an award-winning entertainment company that develops and produces unique and compelling content across the media spectrum. W!LDBRAIN also creates and distributes collectible merchandise through its sister company, Kidrobot, planet Earth's premier creator and retailer of limited edition toys, clothing, mini-figures, artwork and books. The studio and its creative team have consistently won top industry awards. In film, W!LDBRAIN won an Annie for its computer graphics short film *Hubert's Brain*. In television, the studio has produced an exceptional slate of programming, including the hit series *Yo Gabba Gabba!* and *Higglytown Heroes*, the top-rated and critically acclaimed animated Disney Channel series. The studio is in development on an animated series for HBO with Ricky Gervais based on the popular Ricky Gervais Show podcasts. In the short form category, the studio collaborated with Dan Clark to produce TEAM SMITHEREEN. As one of the nation's foremost producers of animated commercials, W!LDBRAIN has received Clio, Addys, BDA Awards and Annies for their commercial work, reinvigorating classic brands for leading companies including The Coca-Cola Company, Honda, Kraft and Nike. The studio has also gained national attention for their animation work on behalf of Esurance and Virgin America.

About S2BN Entertainment

S2BN Entertainment is a diversified international family show and event entertainment company specializing in the acquisition, development and production of high caliber touring exhibitions, unique live music tours and events, theatrical performances, and consumer and multimedia product offerings. Our experienced management team

executes activities across all types of global venues – from stadiums to theaters. S2BN Entertainment provides extraordinary experiences for our clients and our customers.

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