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PARAMOUNT PICTURES TEAMS WITH W!LDBRAIN TO BRING KIDROBOT TO THE BIG SCREEN

*Untitled Kidrobot Project Will Be First in a Series of Projects for Nickelodeon Movies
Based on Kidrobot Limited Edition Toys*

Hollywood, CA - September 9, 2008 – Paramount Pictures has teamed with W!LDBRAIN, the award-winning entertainment company that develops and produces television programming, motion pictures, commercial content and licensed merchandise, to develop a feature film based on the wildly popular Kidrobot characters for its Nickelodeon Movies family label, the first in a planned series of projects based on Kidrobot limited edition toys. The feature film will be produced by former Paramount exec Scott Aversano, as part of his overall production deal for the studio.

Executive producers on the project are Paul Budnitz, President and Founder of Kidrobot; Bob Higgins, Head of Creative, W!LDBRAIN; and Charles Rivkin, President and CEO, W!LDBRAIN.

In addition to developing projects based on Kidrobot limited edition toys, W!LDBRAIN produces the hit series *YO GABBA GABBA!*, now entering its second season on Nick Jr. and has been recognized for over a decade as a leader in animation. W!LDBRAIN has offices in Los Angeles, New York, and San Francisco.

Kidrobot is the world's premier creator and retailer of limited edition art toys, apparel and accessories. Kidrobot's limited edition products, a cross between sculpture and conceptual art, have become the perfect medium for international fashion designers, illustrators, and graffiti artists, merging street trends and pop art. Kidrobot operates stores in New York City, San Francisco, Los Angeles and Miami. Kidrobot products can also be found at numerous specialty retailers around the world and online at kidrobot.com.

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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. Powered by its distinctive pool of talented animators and directors renowned for blending traditional animation methods with state-of-the-art computer graphics, the studio and its creative team have consistently won top industry awards. In film, W!LDBRAIN has garnered numerous awards, including an Annie for its computer graphics short film *Hubert's Brain*. In television, the studio has produced an exceptional slate of original work, including the hit series *YO GABBA GABBA!*, airing weekly on Nick Jr., Nickelodeon's award-winning programming block for pre-schoolers and *Higglytown Heroes*, the top-rated and critically acclaimed animated series airing daily on the Disney Channel. As one of the nation's foremost producers of animated commercials, W!LDBRAIN has won 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. W!LDBRAIN also creates and distributes collectible merchandise through its subsidiary Kidrobot, planet Earth's premier creator and retailer of limited edition toys, clothing, mini-figures, artwork and books.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films, Nickelodeon Movies and DreamWorks Studios. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

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