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FOR IMMEDIATE RELEASE

**W!LDBRAIN PROMOTES AMY CAPEN TO
HEAD OF COMMERCIAL AND NEW MEDIA PRODUCTION,
W!LDBRAIN ANIMATION STUDIOS**

SAN FRANCISCO, CA (September 22, 2008) -- W!LDBRAIN Animation Studios, the award-winning production company that develops and produces animated content for commercials, interactive and new media, announced the promotion of Amy Capen, award-winning producer and 20 year industry veteran, to Head of Commercial and New Media Production, W!LDBRAIN Animation Studios. In her new position, Capen is charged with developing new business, recruiting creative and production talent as well as overseeing commercial and short form production. Capen will report to Marge Dean, General Manager, W!LDBRAIN Animation Studios.

"Amy has already played a leadership role in guiding W!LDBRAIN's efforts in commercial and new media production," said Dean. "This promotion recognizes not only her achievements to date, but will allow her to concentrate her considerable knowledge, expertise and skill to our ongoing commercial and new media projects," she continued.

Capen joined W!LDBRAIN in 1999 as Executive Producer of Content for wildbrain.com. Since 2002, she has held the position of Senior Producer within the company's short format division, producing campaigns and pilots for clients including Kraft Foods, Microsoft, Esurance, Honda, Disney and Virgin Airlines. Her work has received numerous awards, including an Emmy, an Annie and a number of honors from the Broadcast Designers Association and the International Animated Film Association. Her campaigns are continually recognized for their originality and creativity by top media outlets worldwide.

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Prior to joining W!LDBRAIN, Amy was Senior Producer at Colossal Pictures, overseeing production for television and commercial clients including: Cartoon Network, The Disney Channel, Leo Burnett USA and Ogilvy & Mather. She served as associate producer on 26 half hour episodes of MTV's groundbreaking, Liquid Television, the Emmy award-winning program that first introduced *Beavis and Butthead* and *Aeon Flux* to television viewing audiences.

About W!LDBRAIN Animation Studios:

W!LDBRAIN Animation Studios, a division of W!LDBRAIN, develops and produces animated content for commercials, television, motion pictures, interactive and new media. Founded in 1994, W!LDBRAIN (www.wildbrain.com) is an award-winning entertainment company that is 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 preschoolers and *Higglytown Heroes*, the 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.

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