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**WILD BRAIN SIGNS SEASONED ANIMATION DIRECTOR CHRIS HAUGE**

San Francisco, CA – March 28, 2005 - Award-winning animation studio Wild Brain announced today Animation Director Chris Hauge has been added to the Company's cache of artists.

Known for his classic and well timed character animation, Chris receives accolades from industry heavyweights for his creative choices and solutions. Hauge continually works with leading designers, animators, producers and creators from around the world as well as many leading commercial brands. His collaborative projects include "Deck Dogz" via Universal Pictures, "Gorillaz" via Passion Pictures, the comedy series Mr. Bean via Tiger Aspect, pre-school cartoon HigglyTown Heroes and various projects for MTV.

"Chris is an amazing character designer as well as a great director," said Andrea Mansour, Executive Producer of Commercials for Wild Brain. "We have been successfully working with him in various capacities for several years now, and we are thrilled to officially have him on the roster."

"Commercials are paid in beer and pretzels in Australia, so it was a commercial decision to work with Wild Brain," said Chris. "But seriously, it was Wild Brain's energy and creative drive as well as the long standing working relationship I have with Phil Robinson, Jeff Fino and John Hayes that makes working with Wild Brain rewarding."



Chris was Animation Director for Colossal Pictures in San Francisco from 1993 – 1996 where he developed series concepts, short form identities and directed commercials. He was Lead Animator on the Warner Bros. 'Space Jam' feature in London, UK for a year and then worked as Principal Animation Director for premier commercial house Passion Pictures, UK and Halo Pictures in Sydney until present.

## **ABOUT WILD BRAIN**

WILD BRAIN, INC. is an award-winning animation studio that develops and produces content for the global film, TV, commercials, and interactive markets. Founded in 1994, Wild Brain's client list includes the biggest names in media and entertainment: Universal, Twentieth Century Fox, Disney, DreamWorks, Warner Bros, Nickelodeon, Cartoon Network and Oxygen. Wild Brain is the top U.S. producer in the animated commercials sector, with a client list that includes Nike, Coca-Cola, Ford, Nabisco, Sony, McDonald's, Target, Nestle, The Wall Street Journal, Chevrolet, Mattel and Levi Strauss, among others. Additionally, the company has animated some of the best-known icons in advertising, from the Hershey's Kisses to the KFC Colonel and more.

Wild Brain's presence as an industry leader is a testament to the company's diverse talent base of artists, directors and production staff. Renowned for blending traditional animation methods with state-of-the-art tools, the work of the studio's talented artists has garnered nominations and awards from every major design and animation organization in the industry, including the Oscar©, Emmy™ and Clio.

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