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FOR IMMEDIATE RELEASE

W!LDBRAIN Hires Erin Webb Dippold as Director of Licensing

NEW YORK, NY (June 5, 2008) -- W!LDBRAIN, the award-winning entertainment company that develops and produces television programming, motion pictures, commercial content and licensed merchandise, reaffirmed its commitment to growing their licensing and merchandising initiatives with the appointment of Erin Webb Dippold to director of licensing. In this newly created position, Dippold will play a key role in expanding W!LDBRAIN's licensing program for the studio's hit television series YO GABBA GABBA! airing on Nick Jr. and NOGGIN and the growth of W!LDBRAIN's consumer products business for new entertainment properties. She will report to Michael Polis, Chief Marketing Officer, W!LDBRAIN and will be based in New York.

Prior to joining the W!LDBRAIN team, Dippold served as director of licensing at Ripe Ideas in New York, where she managed overall brand development, sales and licensing for French Bull by Jackie Shapiro and The New York Botanical Garden. Prior to Ripe Ideas, Dippold was director of marketing and licensing at 4Kids Entertainment in New York, where she was responsible for the licensing, marketing and international development of numerous brands, including Artist Collection: THE DOG, Cabbage Patch Kids, Monster Jam and Winx Club.

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* and currently has a number of film projects in development. In television, the studio has produced an exceptional slate of original work, including the hit series *YO GABBA GABBA!*, airing weekly on Nick Jr.,

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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 and developing cutting-edge spots for leading companies including The Coca-Cola Company, Honda, Kraft and Nike. In addition, W!LDBRAIN 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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