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**FOR IMMEDIATE RELEASE**

**W!LDBRAIN Hires Marge Dean to lead its Animation Studio**

*Top Animation Executive to Serve as General Manager in San Francisco Office*

BEVERLY HILLS, CA (September 5, 2008) -- W!LDBRAIN, the award-winning entertainment company that develops and produces television programming, motion pictures, commercial content and licensed merchandise, announced today that Marge Dean has joined W!LDBRAIN as General Manager of W!LDBRAIN Animation Studios. Dean will replace Andrea Mansour, who will be leaving the company this fall to relocate to Atlanta with her family, it was announced today by Charles Rivkin, President and CEO, W!LDBRAIN. Dean will report to Mr. Rivkin and will work out of the San Francisco office beginning on September 8, 2008.

Dean will oversee W!LDBRAIN Animation Studio's physical production for animated programming on all platforms. She will work closely with Bob Higgins, Head of Creative, W!LDBRAIN, who is responsible for W!LDBRAIN's television and feature film development, production and acquisition activities.

"Marge Dean is one of the most respected producers in the animation industry and her knowledge of outsourcing and overseas production is unparalleled," said Rivkin. "We are thrilled to welcome Marge to the W!LDBRAIN executive team."

Dean is one of the leading producers of television animation. She has served in leadership roles at top animation companies, including Warner Bros. Animation, and is recognized as a pioneer for bringing animation into the digital age during her tenure at Sony TV Animation. Prior to joining W!LDBRAIN, Dean served as VP of Animation for Technicolor, where she created an animation service business for the long established media company. Before her post at Technicolor, Dean established the television arm of Omaton Studios for Steve Oedekerck, where

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she produced the Emmy nominated series, *Back at the Barnyard* (Nickelodeon). At Warner Bros. Animation, she produced a number of DVDs and successful television series, including *What's New Scooby Doo?*. Along with her producing responsibilities at Warner Bros. Animation, Dean served as a consultant on production strategies for all new animation projects at the studio. Dean began her career in television animation as a production manager on *The Ren and Stimpy Show*. She went on to work for D.I.C. Entertainment as an Associate Producer. Her next move was to the new television animation division of Sony, where she was quickly elevated to Director of Animation Production and oversaw both daytime and primetime animation. Dean has also worked extensively overseas in China, India, Japan and Korea.

About W!LDBRAIN:

Founded in 1994, W!LDBRAIN ([www.wildbrain.com](http://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 won 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 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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