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## **W!LDBRAIN'S ANIMATED IN-FLIGHT SAFETY VIDEO FOR VIRGIN AMERICA MAKES IMPACT WITH TRAVELERS**

San Francisco, CA (January 14, 2008) —W!LDBRAIN, the award-winning entertainment company that develops and produces television programming, motion pictures, commercial content and licensed merchandise, created an innovative, animated in-flight safety video for Virgin America, the next-generation airline. The in-flight safety video debuted in winter of 2007 and has gained a loyal fan base and following since its debut. The video informs passengers of FAA regulations in a creative and entertaining way that supports Virgin America's "creating an airline people love" brand. The humorous and much-talked-about animated video is currently featured on Virgin America's flights to San Francisco, Los Angeles, New York, Washington DC and Las Vegas. The safety video has been routinely receiving applause and cheering from airline passengers and has been widely circulated on the Internet. The in-flight safety video was produced by W!LDBRAIN Animation Studios in conjunction with Anomaly NYC, the advertising agency that helped lead the Virgin America launch. W!LDBRAIN's Gordon Clark directed the animated in-flight video. The video can be viewed at: <http://wildbrain.com/comm.html>.

Virgin America's Amy Daniels, Director of Airline Projects, turned to W!LDBRAIN after hearing accolades about the company's successful track record for award-winning animation and creativity. "We wanted to create a different kind of safety video, one that informed but also entertained -- in line with our goal of bringing some fun back to flying, W!LDBRAIN was the ideal choice for leading an innovative, out-of-the-box project like this," said Daniels.

"We were commissioned to create a video that was visually engaging and entertaining enough to keep the passengers' interest. Since it is an in-flight safety video, we had to adhere to the FAA script and make sure that the technical details and procedures were clearly featured, such as the details of the plane and safety equipment. Our challenge and goal was to find balance between humor and meeting all FAA criteria," said Gordon Clark, Director, W!LDBRAIN.

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Credits

Agency: Anomaly NYC  
Creative Director: Mike Byrne  
Creative: Richard Mulder  
Head of Production: Andrew Loevenguth  
Acct. Person: Mark Mulhearn

Animation Company: W!LDBRAIN  
Director- Gordon Clark  
Producer - Chris Whitney  
Executive Producer- Andrea Mansour  
Production Manager- Allison Brown  
Design Director - Nick Hewitt  
Mac Technical Director- Nathan Stephens  
Mac Artist - Erika Kopman  
Digital Animator- Mike Overbeck  
Digital Animator- Tim Blair  
CG Technical Director- Ed Davis  
CG Technical Director - Dado Feigenblatt  
CG Modeler- Seryong Kim  
Editor- Alex Hauser  
Asst. Editor - Greg Fisher

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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 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 top-rated and critically acclaimed animated series airing daily on the Disney Channel. As one of the nation's foremost producers of animated

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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, Esurance, Honda, Kraft, Nike and Virgin America. 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 Virgin America:

As San Francisco's hometown airline, Virgin America is a next generation low-fare carrier that will serve as many as 10 cities within a year of operation, and up to 30 cities within five years. Virgin America's brand new planes will offer a host of inventive guest features aimed at bringing a little fun back to flying -- including the most advanced personal in-flight entertainment system in the domestic airline market, mood-lit cabins, custom-designed leather seats and plugs for laptops and other portable electronic devices at every seat. To learn more about Virgin America visit: [www.virginamerica.com](http://www.virginamerica.com).