



**WILD BRAIN, Inc.**

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**FOR IMMEDIATE RELEASE**

**W!LDBRAIN Hires Bob Higgins to lead Award-Winning  
Entertainment Company's Creative Efforts**

*Top Creative Executive will Oversee W!LDBRAIN's Feature Film and Television Slate*

BEVERLY HILLS, CA (November 5, 2007) -- W!LDBRAIN, the award-winning entertainment company that develops and produces television programming, motion pictures, commercial content and licensed merchandise, announced today that Bob Higgins, who served as Senior Vice President, Programming and Development for Cartoon Network's kids businesses, has joined W!LDBRAIN as Head of Creative. He will oversee the company's television and feature film development, production and acquisition activities and will report to Charles Rivkin, W!LDBRAIN President and CEO. Higgins is scheduled to begin working out of the Manhattan-based offices of Kidrobot, a subsidiary of W!LDBRAIN, on January 1, 2008.

"We are thrilled to welcome Bob Higgins to the W!LDBRAIN team," said Rivkin. He is the perfect person to lead the company's creative efforts in our core television and feature film businesses." Rivkin added, "Bob is universally liked and respected by the creative community and has had extraordinary success as a buyer, seller and creator of innovative, original content."

"Bob is entering an exciting new chapter in his career," said Stuart Snyder, Executive Vice President and COO, Turner Animation, Young Adults & Kids Media. "We wish him all the best and look forward to the possibility of collaborating with him on future projects."

"W!LDBRAIN is perfectly positioned to be the 'United Artists of animation' - a home for creative talent and big ideas; a place that is not afraid of defying convention," said Higgins. I am proud of the work I did at Cartoon Network and I look forward to continuing to work with them in my new role at W!LDBRAIN," he added.

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A longtime champion of children's programming and an esteemed veteran of the entertainment business, Higgins joined Cartoon Network in June, 2003 and worked out of their Atlanta offices. He was responsible for managing Cartoon Network's development, production and programming departments that oversee new original animated series, shorts, Cartoon Network Features and specials created at the network's Burbank studio and various external production partners. He also supervised acquisition for Cartoon Network US, of both international and domestic off-net kids' programming, including anime series and theatrical feature films. In addition, Higgins managed the on-air schedules for both Cartoon Network and Boomerang and worked closely with the company's marketing, ad sales and licensing team in expanding Cartoon Network's success off-air. Among the many accomplishments during his tenure with the network, Higgins oversaw the development, production and launch of a number of hit series, including *Foster's Home For Imaginary Friends*, *My Gym Partner's A Monkey* and *Camp Lazlo* and helped drive Cartoon Network's overall sellable day ratings to two consecutive year-on-year increases in key kid demos.

Prior to Cartoon Network, Higgins was the Senior Vice President and Executive Producer for Classic Media, Inc. in New York City, where he oversaw all creative development and production of television, feature film and direct-to-video product based on characters and properties from Harvey Comics, Jay Ward, UPA and Golden Books entertainment libraries, including *Casper the Friendly Ghost*, *Lassie*, *Richie Rich*, *The Lone Ranger*, *Sherman & Peabody* and *Underdog*. He served as executive producer of the feature film *Underdog*, which was released this past summer. Prior to his role at Classic Media, Inc., Higgins was Senior Vice President of Creative Affairs for Sony Pictures Family Entertainment (SPFE). Higgins previously served as Vice President of Creative Affairs at Columbia TriStar Television Children's Programming and acted as Director of Development at Nelvana Communications, where he supervised the development and sale of the company's various children's television series.

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

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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., 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. Additionally, 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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