



San Francisco
660 Alabama Street
San Francisco, CA 94110
415 553 8000 telephone
415 553 8009 facsimile

Los Angeles
9150 Wilshire Blvd., Ste. 100
Beverly Hills, CA 90212
310 271 1400 telephone
310 271 1405 facsimile

FOR IMMEDIATE RELEASE

**W!LDBRAIN SUBSIDIARY KIDROBOT, INC.
ANNOUNCES APPOINTMENT OF CYNTHIA M. ROE AS CEO**

*Seasoned Executive Brings Over Seventeen Years Of Experience
To Newly Created Position Of Kidrobot CEO*

NEW YORK, NEW YORK – May 22, 2007 – Kidrobot, Inc., the world’s premier creator and retailer of limited-edition art toys and apparel, announces that Cynthia M. Roe has been appointed to the newly created position of Chief Executive Officer (CEO). Ms. Roe is based at the company’s headquarters in New York City and will report to the Kidrobot Board of Directors.

Ms. Roe is a seasoned veteran of the apparel industry with over seventeen years of extensive experience in building leading brands. The Chief Operating Officer and Executive Vice President of the Polo Jeans Company from 1997-2002, Roe began her career in the apparel industry in 1989 at Sun Apparel Inc., a licensee of Polo Ralph Lauren and current subsidiary of the Jones Apparel Group. At Sun Apparel, she rose steadily through the executive ranks and ultimately held the position of Executive Vice President from 1994-2002, during which time she catapulted growth of the company exponentially. With a proven track record of creating enormous corporate growth and profit margins, Ms. Roe has since served as a highly sought-after consultant to the apparel and retail industries. She has worked with industry leaders, venture capitalists and successful start-up companies to improve operational and financial corporate efficiencies for both domestic and global businesses.

As CEO of Kidrobot, Ms. Roe will work closely with Paul Budnitz, the company’s Founder and President, to strategically position the brand for continued growth. Roe will additionally focus on expanding the company’s successful apparel and toy lines, on developing other product categories and in partnering with W!LDBRAIN, Kidrobot’s majority investor, on multimedia and entertainment initiatives.

Mr. Budnitz commented, “I am thrilled to have the opportunity to work with Cynthia. Her depth of experience, innovative approach to growth, high energy and focus on developing relationships both inside and outside of the Kidrobot community is a perfect fit for our creative company.”

Ms. Roe stated, “The environment at Kidrobot is incredibly creative and innovative, which has made them the leader in the art toy world. Paul Budnitz and the Kidrobot team have established a fabulous brand. I am excited to join this dynamic group and create a platform for enormous growth at such a significant time in the company’s history. This is an amazing opportunity and I am honored to be a part of Kidrobot.”

- MORE -

W!LDBRAIN®

About Kidrobot:

Founded by designer Paul Budnitz in 2002, Kidrobot is the world's premier creator and retailer of limited-edition art toys and apparel. The products sold at Kidrobot merge urban street trends and pop art. Many Kidrobot products feature unique collaborations by famous artists with backgrounds in graffiti, fine art, industrial design, graphic design, illustration and music. Headquartered in New York City, Kidrobot operates three store-galleries: one at 126 Prince Street in SoHo, New York City, another at 1512 Haight Street in San Francisco and a third at 7972 Melrose Avenue in Los Angeles. Kidrobot products can also be found at numerous boutique retailers around the world. For additional information, visit Kidrobot online at www.kidrobot.com.

About W!LDBRAIN:

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 and renowned for blending traditional animation methods with state-of-the-art computer graphics, the studio and its artists 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 top-rated and critically acclaimed animated series *Higglytown Heroes* airing daily on Disney Channel and the upcoming Nick Jr. series *Yo Gabba Gabba!*. One of the nation's foremost producers of animated commercials, W!LDBRAIN has won Clios, Addys, the BDA Awards and Annies for their commercial spots – reinvigorating classic brands and developing cutting-edge spots for such leading companies as The Coca-Cola Company, Honda, Kraft and Nike. W!LDBRAIN additionally creates and distributes collectible merchandise through its subsidiary Kidrobot, a premier retailer of limited-edition art toys, apparel and accessories, with stores located in New York City, Los Angeles and San Francisco.

###

Kidrobot Contact:

Merryl Spence
Kidrobot, Inc.
Phone: 212-777-7735 x216
Email: merryl@kidrobot.com

W!LDBRAIN Contact:

Lisa Rose
Director of Public Relations and Marketing
Phone: 415-216-2048
Email: lrose@wildbrain.com