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## NICKELODEON GREENLIGHTS THIRD SEASON OF LIVE-ACTION PRESCHOOL MUSIC SERIES *YO GABBA GABBA!*

### 13 NEW EPISODES OF THE CRITICALLY ACCLAIMED SERIES, PRODUCED BY THE MAGIC STORE AND W!LDBRAIN, TO COMMENCE PRODUCTION THIS AUGUST

**NEW YORK, April 7, 2009** – Nickelodeon has announced the pickup of a third season of the live-action preschool music series *Yo Gabba Gabba!*. The network will commence production on 13 new half-hour episodes **produced by The Magic Store and W!LDBRAIN** in August in Los Angeles, CA. *Yo Gabba Gabba!*, created by Christian Jacobs and Scott Schultz, is executive produced by Jon Berrett and Charles Rivkin. *Yo Gabba Gabba!* currently airs daily at 1:30 p.m., 4:30 p.m. and 10:30 p.m. (ET) on NOGGIN.

“*Yo Gabba Gabba!* is one of the coolest preschool shows on TV and we’re excited to bring 13 new episodes to the legions of ‘Gabba’ fans across the globe,” said Brown Johnson, President, Animation, Nickelodeon/MTVN Kids and Family Group. “The collaboration with The Magic Store and W!LDBRAIN has been fantastic and together we’ll deliver another amazing season chock full of catchy tunes, celeb guests, funky dances and valuable lessons for young children.”

“W!LDBRAIN is very proud to produce a third season of this extraordinary show for Nickelodeon,” said Charles Rivkin, President and CEO, W!LDBRAIN and Executive Producer of *Yo Gabba Gabba!*. “We look forward to working with Christian Jacobs, Scott Schultz, Jon Berrett and the unparalleled Nick creative team to continue the magic.”

*Yo Gabba Gabba!* premiered in the U.S. on Nickelodeon in August 2007 and currently ranks as one of the most popular series on television with broad appeal among preschoolers, parents, teens and adults. Named one of the best new shows of 2007 by TIME magazine, *Yo Gabba Gabba!* won a BAFTA award and was nominated for an Emmy in 2008. The series infuses retro-style and beat-driven music to teach simple life lessons through a vibrant world of characters who play and dance as soon as they hear the magic words, “Yo Gabba Gabba!” *Yo Gabba Gabba!* stars DJ Lance Rock (Lance Robertson) and a cast of colorful characters including: Brobee, the little green one, Foofa, the pink flower bubble, Muno, the red Cyclops, Toodee, the blue cat-dragon and Plex, the yellow robot.

Today’s most popular names in movies, television, music and sports flock to guest star in the show, including: **Jack Black, Rachel Dratch** (SNL), **Melora Hardin** (The Office), **Tony Hawk, Biz Markie, Jack McBrayer** (30 Rock), **Mark Mothersbaugh** (Devo), **The Roots, Andy Samberg** (SNL), **Amy Sedaris** (Strangers with Candy), **The Shins, Amare Stoudemire** (Phoenix Suns), **The Ting Tings, Jimmy Eat World** and **Elijah Wood**, among others. *Yo Gabba Gabba!* toys, apparel and other merchandise are sold in stores nationwide in the U.S. and have skyrocketed in popularity. The series is now in its second season in the U.S. and airs in several major international territories, including Australia, Canada, Israel, Latin America, New Zealand, South Africa and the U.K. A live *Yo Gabba Gabba!* tour will kick off in Australia this May, 2009. *Yo Gabba Gabba!* is recommended as a trusted program for preschoolers by The Smart Television Alliance, a non-profit organization comprised of leading non-profit children’s media organizations including Common Sense Media, Parents’ Choice Foundation, Parents Television Council and Coalition for Quality Children’s Media: KIDS FIRST!. Visit [www.yogabgabgabba.com](http://www.yogabgabgabba.com).

The Magic Store was founded in 2005 and is headed by Christian Jacobs and Scott Schultz. Jacobs and Schultz are the 30-something dads, musicians and creators of the hit series *Yo Gabba Gabba!*, which was initially produced independently in two half-hour episodes. After creating an online viral frenzy with the trailer, the show ultimately found a home on Nickelodeon. The Magic Store's mission is to produce ground-breaking, fresh, wholesome and fun entertainment properties that parents can enjoy along with their kids.

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 with offices in Los Angeles, New York and San Francisco. 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 Nickelodeon series *Yo Gabba Gabba!*, and *Higglytown Heroes*, the top-rated and critically acclaimed animated series 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.

Nickelodeon, now in its 30th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 98 million households and has been the number-one-rated basic cable network for 14 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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