

W!LDBRAIN LAUNCHES YOGABBAGABBA.COM TIMED WITH HIGHLY ANTICIPATED SEASON 2 SERIES PREMIERE WEEK BEGINNING SEPTEMBER 22; WEBSITE LAUNCH ALSO TIMED WITH YO GABBA GABBA! BRANDED OFFERING AT EVITE.COM

Fans Can Watch Videos, Play Games and Plan YO GABBA GABBA! Themed Birthday Parties with Ease!

(September 22 – Los Angeles) – W!LDBRAIN, the award-winning entertainment company that develops and produces television, motion pictures, commercial content and licensed merchandise, announced today the launch of yogabbagabba.com. Yogabbagabba.com is an interactive website based on *YO GABBA GABBA!*, the hit television series airing on Nick Jr. weekdays at 11:30 a.m. ET/ PT and in seven major international territories, including Australia, Canada, Israel, Latin America, New Zealand, South Africa and the U.K.. The website launch is timed with the season 2 series premiere week beginning on Monday, September 22 and with a YO GABBA GABBA! branded offering at Evite.com, with invitations featuring YO GABBA GABBA! characters. The creation of yogabbagabba.com affirms W!LDBRAIN's new media business strategy to build new brands by creating compelling, original online content that establishes direct relationships between the audience and the brand in a virtual environment.

"*YO GABBA GABBA!* has an incredibly loyal audience that is extremely active on the web. The launch of yogabbagabba.com extends the viewing experience for our fans with clips, games and gizmos they can share with one another," said Michael Polis, Chief Marketing Officer, W!LDBRAIN. "The website launch complements our strategy of creating innovative content for the digital platform," he continued.

Yogabbagabba.com represents a new platform for YO GABBA GABBA! and aims to be the premiere online destination for fans of the hit television series. Fans can instantly engage with the content and interact on the blog. Yogabbagabba.com is targeted to young adult fans as well as preschool age children and their parents. The site consists of five main elements: latest news, music and videos, a blog page, games and gizmos. The games section of the website features five entertaining games. The videos section features highlights from several *YO GABBA GABBA!* episodes. The gizmos section features activities that allow users to create art projects and remix Biz's Beat of the Day segments to create their own personal beat box mix. Each unit features favorite *YO GABBA GABBA!* songs. Fans will be able to participate in the expansion of yogabbagabba.com. New content will roll out and evolve over time, based on user feedback.

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Timed with the website launch, W!LDBRAIN has teamed with Evite.com to offer fun, online invitations featuring YO GABBA GABBA! characters as a way to build upon their kids' birthday market initiatives, their fastest growing invitation category. Evite's collection of custom YO GABBA GABBA! invitations can be found at evite.com.

YO GABBA GABBA! is created by Christian Jacobs and Scott Schultz. The show is produced by The Magic Store and W!LDBRAIN. Season 2 guest stars include Jack Black, Melora Hardin (*The Office*), The Ting Tings ("Shut Up and Let Me Go"), The Roots, Andy Samberg (*SNL*), Jack McBrayer (*30 Rock*), Amy Sedaris (*Strangers with Candy*), MGMT, Rachel Dratch (*SNL*), Paul Scheer (*30 Rock*), Sal Masekela (*E!'s Daily 10*), Amare Stoudemire (Phoenix Suns), Jimmy Eat World ("The Middle"), Chromeo, Paul Williams ("Rainbow Connection"), Mates of State, Mix Master Mike (Beastie Boys), Ladytron, Datarock and Money Mark, among others. In addition, Biz Markie is back with his regular "Biz's Beat of the Day" segment teaching preschoolers how to beat-box, and singer/illustrator/composer Mark Mothersbaugh returns in his recurring "Mark's Magic Pictures" drawing segment. *YO GABBA GABBA!* season 2 premiere week begins on Monday, September 22 at 11:30 a.m. ET/PT on Nick, Jr.

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 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 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 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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