

NICKELODEON GREENLIGHTS FOURTH SEASON OF *YO GABBA GABBA!*

THE MAGIC STORE AND W!LDBRAIN ENTERTAINMENT RE-TEAM TO PRODUCE 13 NEW EPISODES OF THE CRITICALLY ACCLAIMED SERIES

Production to Commence this Summer

NEW YORK – (March 13, 2011) - Nickelodeon has picked up 13 new half-hour episodes of the critically acclaimed live-action preschool series, *Yo Gabba Gabba!* W!LDBRAIN Entertainment, the award-winning entertainment company and one of the world's foremost producers of animation will re-team with *Yo Gabba Gabba!* co-creators Christian Jacobs and Scott Schultz of The Magic Store to produce a fourth season of the critically acclaimed series for Nickelodeon. Production will commence this summer in Los Angeles.

Season four will feature an exciting new roster of musical talent and celebrities for the “Super Music Friends Show” and “Dancey Dance” segments. DJ Lance Rock and the colorful cast of characters will reprise their roles, along with Biz Markie (Biz’s Beat of the Day) and Mark Mothersbaugh (Mark’s Magic Pictures). Past musical and celebrity guest stars have included Fred Armisen, Jack Black, Anthony Bourdain, Devo, Rachel Dratch, Flaming Lips, The Killers, Angela Kinsey, Solange Knowles, Jack McBrayer, MGMT, Mix Master Mike, Mos Def, The Roots, Andy Samberg, The Shins, Sarah Silverman, Sugarland, The Ting Tings, Weezer, Jimmy Eat World, Elijah Wood and Weird Al Yankovic, among others.

“*Yo Gabba Gabba!* has catapulted to pop culture phenomenon status and we couldn’t be prouder of its success,” said Brown Johnson, President, Animation, Nickelodeon. “Alongside our creative partners at The Magic Store and W!LDBRAIN, we’re excited to bring to the legions of Gabba fans more great stories, cool music, valuable lessons and awesome guest stars.”

“*Yo Gabba Gabba!* has enjoyed tremendous success as a hit television series, a sold-out live touring show and it continues to thrive as a consumer products brand,” said Michael Polis, President, W!LDBRAIN Entertainment; EVP, Branded Entertainment & Consumer Products, DHX Media and Executive Producer of *Yo Gabba Gabba!* “We are thrilled to continue the magic on television with a landmark fourth season on Nickelodeon and we look forward to bringing more Gabbaland adventures to loyal fans around the globe,” he continued.

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. The award-winning series is created by Christian Jacobs and Scott Schultz and is produced by The Magic Store and W!LDBRAIN Entertainment. Jon Berrett and Michael Polis are executive producers. The live show, *YO GABBA GABBA! LIVE!: THERE’S A PARTY IN MY CITY!*, is produced by S2BN, in association with The Magic Store and W!LDBRAIN Entertainment. *YO GABBA GABBA!* infuses retro-style and beat-driven music to teach simple life lessons through music. The series and the live show star 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.

YO GABBA GABBA!, was voted as one of the best new shows on television by TIME magazine when the show premiered. *Rolling Stone* voted *YO GABBA GABBA!* one of the top 50 reasons to watch television. *Entertainment Weekly* says *YO GABBA GABBA!* is one of the hippest shows on television and currently ranks among the top 10. *YO GABBA GABBA!* won a BAFTA Award in 2008, was awarded the “Outstanding Achievement in Children’s Television” Award by the Television Critics Association and is a two-time Emmy nominee. Its companion website, www.yogabbagabba.com, won a Kidscreen Award.

In addition to the celebrity guests featured on the television series, live tour guest stars included Devendra Banhart, Cold War Kids, Matt Costa, Nicole Richie, Snoop Dogg, Jon Heder, Talib Kweli, Mix Master Mike, Kid Sister, Keri Russell and more, while Christina Aguilera, Jessica Alba, Jason Bateman, Travis Barker, Brendan Fraser, Heidi Klum, Chris Noth, Brooke Shields, Gwen Stefani and Dennis Quaid attended with their families.

YO GABBA GABBA! apparel, CDs, DVDs, books and other merchandise are sold in stores nationwide in the U.S. and have skyrocketed in popularity. The series is now in its third season on Nickelodeon in the U.S., with encore episodes airing 7 days a week on Nick Jr. The series also airs in several major international territories, including Australia, Canada, Israel, Latin America, New Zealand, South Africa and the U.K. *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.yogabbagabba.com.

About Nickelodeon:

Nickelodeon, now in its 31st 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 and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: [VIA](#) - [News](#), [VIA.B](#) - [News](#)).

About The Magic Store:

The Magic Store was founded in 2005 and is headed by Christian Jacobs and Scott Schultz. Jacobs and Schulta 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 groundbreaking, fresh, wholesome and fun entertainment properties that parents can enjoy along with their kids.

About W!LDBRAIN Entertainment:

Wildbrain Entertainment is an award-winning entertainment company and one of the world's foremost producers of animation. The studio develops television, motion pictures, short-form programming, commercial content and consumer products. Their exceptional slate of programming includes the critically acclaimed television series *Yo Gabba Gabba!* (Nick Jr.) and live touring show, *Yo Gabba Gabba! LIVE! There's A Party in My City*; *The Ricky Gervais Show* (HBO); *Higglytown Heroes* (Disney); *Bubble Guppies* (Nick Jr.); *The Hard Times of R.J. Berger* (MTV), *Peanuts (Happiness is a Warm Blanket, Charlie Brown)* and *Team Smithereen*, the short-form stunt puppet show from Dan Clark. Wildbrain has received Clios, Addys, BDA Awards and Annies for their commercial work, reinvigorating classic brands for leading companies such as The Coca-Cola Company, Honda, Kraft and Nike. Wildbrain Entertainment is based in Los Angeles, CA and is owned by DHX Media Ltd., a TSX-listed public company.