



YO GABBA GABBA! LIVE! RETURNS TO OVER 50 CITIES IN NORTH AMERICA THIS FALL

**Hip Hop Legend Biz Markie and Razzle Dazzle Gabba!-Favorite Leslie Hall
Join DJ Lance Rock and the Colorful Cast of Characters on Stage for
*YO GABBA GABBA! LIVE!: It's Time to Dance! Presented by Kia Motors***

Los Angeles, CA (May 24, 2011) — On the heels of receiving two Daytime Emmy® nominations, a season 4 pick up from Nickelodeon and phenomenal ticket sales for their upcoming live tour in Australia, *Yo Gabba Gabba!* announced they will rock the preschool and young adult set in over 50 cities across North America in 2011 when today's hottest live show returns this fall. Enthusiastic fans of all ages have the opportunity to see the characters come to life on stage for a live show experience like no other. Kia Motors America will reprise their role as presenting sponsor of the tour. The tour will kick off in Minneapolis at the State Theatre on Thursday, September 15 and will wrap on Sunday, December 11 in Fort Lauderdale at the Broward Center for the Performing Arts. Citi® is the official credit card of the tour. Citi® cardmembers will have access to pre-sale tickets for the U.S. shows beginning on Tuesday, May 31 at 10 a.m. local time through Citi's Private Pass® Program at www.CitiPrivatePass.com. Public on-sales begin shortly after that. Visit www.YoGabbaGabbaLive.com for complete tour, ticket and VIP package information.

YO GABBA GABBA! LIVE!: It's Time to Dance! Presented by Kia Motors promises to be a memorable experience, featuring a mix of classic *Yo Gabba Gabba!* favorites, as well as new songs and new performances. The state-of-the-art, high-energy production features DJ Lance Rock, Brobee, Foofa, Muno, Plex and Toodee, and a mix of music, animation, games, singing and dancing.

Yo Gabba Gabba! is one of the most popular series on television worldwide and on stage, with broad appeal among preschoolers, their indie-rock loving parents, teens and young adults. The award-winning series, created by Christian Jacobs and Scott Schultz, is produced by The Magic Store and W!LDBRAIN Entertainment. S2BN Entertainment, in association with The Magic Store and W!LDBRAIN Entertainment, produces the live show. Kia Motors America began their relationship with *Yo Gabba Gabba!* when they kicked off 2010 with the biggest vehicle launch in company history for the Sorento mid-size crossover. The auto-maker's "Joyride Dream" advertising campaign included the company's first-ever Super Bowl ad, which featured Muno. Building on the momentum of the Kia Motors Sorento "Joyride Dream" campaign, Kia Motors was named the title sponsor of the fall 2010 tour of *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!*.

Kia Motors Presents *YO GABBA GABBA! LIVE! THERE'S A PARTY IN MY CITY* took place in over 60 cities in the U.S. in 2010. The 2010 live show played to over 300,000 fans in sold out theatres in all major cities, including Radio City Music Hall in New York and NOKIA Theatre L.A. LIVE in Los Angeles. The live show featured celebrity guest performers, including The Aquabats, Devendra Banhart, Black Kids, Zac Brown, Cold War Kids, Matt Costa, DMC (Run DMC), Drive By Truckers, Dave Grohl, John Heder, Kid Koala, Mates of State, Jack McBrayer, Mix Master Mike, Moby, Ozomatli, Shaggy, Snoop Dogg, Shooter Jennings, Steel Train, Talib Kweli, Nicole Richie, Kid Sister, Keri Russell, Lou Diamond Phillips, Jason Reitman and more.

YO GABBA GABBA! LIVE! is proud to support Baby Buggy and their work across the country. For more information, please visit: www.babybuggy.org.

Revolution Foods and Plum Organics are the official suppliers of snacks for the YO GABBA GABBA! LIVE! VIP party experience.

Tour dates for YO GABBA GABBA! LIVE! It's Time to Dance! Presented by Kia

Motors:

Thursday, September 15, 2011	Minneapolis	State Theatre
Friday, September 16, 2011	Milwaukee	Riverside Theatre
Saturday, September 17, 2011	St. Louis	Fox Theatre
Sunday, September 18, 2011	Indianapolis	Clowes Memorial Hall of Butler University
Tuesday, September 20, 2011	Cincinnati	Aronoff Center for the Arts
Thursday, September 22, 2011	Toronto	Sony Centre
Friday, September 23, 2011	Detroit	Fox Theatre
Saturday, September 24, 2011	Chicago	Rosemont Theatre
Sunday, September 25, 2011	Chicago	Rosemont Theatre
Tuesday, September 27, 2011	Akron	Akron Civic Theatre
Wednesday, September 28, 2011	Roanoke	Roanoke Performing Arts Theater
Friday, September 30, 2011	Fairfax, VA	Patriot Center
Saturday, October 1, 2011	Uniondale	Nassau Veterans Memorial Coliseum
Sunday, October 2, 2011	Boston	Agganis Arena at BU
Tuesday, October 4, 2011	Buffalo	UB Center for the Arts
Wednesday, October 5, 2011	Albany	Palace Theatre
Friday, October 7, 2011	Philadelphia	Tower Theatre
Saturday, October 8, 2011	Pittsburgh	Petersen Events Center
Sunday, October 9, 2011	Hershey	Hershey Theatre
Tuesday, October 11, 2011	New Brunswick	State Theatre
Wednesday, October 12, 2011	New Brunswick	State Theatre
Friday, October 14, 2011	New York	Beacon Theatre
Saturday, October 15, 2011	New York	Beacon Theatre
Sunday, October 16, 2011	New York	Beacon Theatre
Tuesday, October 18, 2011	Scranton, PA	Scranton Cultural Center
Wednesday, October 19, 2011	Norfolk	Chrysler Hall
Friday, October 21, 2011	Charleston, WV	Municipal Auditorium
Saturday, October 22, 2011	Richmond	Landmark Theater
Sunday, October 23, 2011	Greensboro	War Memorial Auditorium
Tuesday, October 25, 2011	North Charleston, SC	North Charleston Performing Arts Center
Wednesday, October 26, 2011	Columbia, SC	Township Auditorium
Friday, October 28, 2011	Charlotte	Ovens Auditorium
Saturday, October 29, 2011	Charlotte	Ovens Auditorium
Sunday, October 30, 2011	Atlanta	Fox Theatre Progress Energy Center for the Performing Arts
Tuesday, November 1, 2011	Raleigh	Arts
Wednesday, November 2, 2011	Knoxville	Tennessee Theatre
Friday, November 4, 2011	Memphis	Orpheum Theatre
Saturday, November 5, 2011	Tulsa	BOK Center

Sunday, November 6, 2011	Kansas City	Music Hall
Tuesday, November 8, 2011	Denver	1st Bank Center
Wednesday, November 9, 2011	Salt Lake City	Kingsbury Hall
Friday, November 11, 2011	Vancouver	Queen Elizabeth Theatre
Saturday, November 12, 2011	Seattle	Paramount Theatre
Sunday, November 13, 2011	Seattle	Paramount Theatre
Tuesday, November 15, 2011	Sacramento	Memorial Auditorium
Wednesday, November 16, 2011	Reno	Reno Events Center
Friday, November 18, 2011	Fresno	Save Mart Center
Saturday, November 19, 2011	San Jose	San Jose Civic Auditorium
Sunday, November 20, 2011	San Diego	San Diego Civic Theatre
Tuesday, November 22, 2011	Bakersfield	Rabobank Theater
Friday, November 25, 2011	Los Angeles	Nokia Theatre
Saturday, November 26, 2011	Los Angeles	Nokia Theatre
Sunday, November 27, 2011	Las Vegas	Orleans Arena
Tuesday, November 29, 2011	El Paso	Abraham Chavez Theatre
Wednesday, November 30, 2011	San Antonio	Lila Cockrell Theatre
Friday, December 2, 2011	Houston	Verizon Wireless Theatre
Saturday, December 3, 2011	Dallas	Verizon Theatre at Grand Prairie
Sunday, December 4, 2011	Austin	Cedar Park Center
Tuesday, December 6, 2011	New Orleans	Mahalia Jackson Theatre
Wednesday, December 7, 2011	Tallahassee	Tallahassee Leon County Civic Center
Friday, December 9, 2011	St. Petersburg, FL	Mahaffey Theater
Saturday, December 10, 2011	Fort Lauderdale	Broward Center
Sunday, December 11, 2011	Fort Lauderdale	Broward Center

Dates, venues and ticket prices are subject to change.

Press materials available at: <http://promoters.s2bn.com>

Username: press@s2bn.com

Password: yogabba

Facebook: <http://www.facebook.com/#/pages/Yo-Gabba-Gabba/42220833615?ref=ts>

Twitter: <http://twitter.com/yogabbagabba>

About YO GABBA GABBA!:

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 live tour launched with a float in the Macy's Thanksgiving Day Parade and an appearance at The White House. *YO GABBA GABBA!* infuses retro-style and beat-driven music to teach simple life lessons through music. The series and the live show 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 the groundbreaking series, including series regulars Biz Markie and Mark Mothersbaugh, and guest stars such as Fred Armisen, Erykah Badu, Jack Black, Anthony Bourdain, Devo, Rachel Dratch, Rob Dyrdek, Flaming Lips, Melora Hardin, Tony Hawk, The Killers, Angela Kinsey, Solange Knowles, Jack McBrayer, MGMT, Mos Def, The Roots, Andy Samberg, Amy Sedaris, The Shins, Sarah Silverman, Amare Stoudemire, The Ting Tings, Weezer, Jimmy Eat World, Elijah Wood and Weird Al Yankovic, among others.

YO GABBA GABBA! apparel, CDs, DVDs, books and other merchandise are sold in stores nationwide in the U.S. The series, now in production on its fourth season, airs on Nickelodeon in the U.S., with encore episodes airing daily 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. Visit www.yogabbagabba.com.

About Kia Motors America:

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 730 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its Web site - www.kia.com. For media information, including photography, visit www.kiamedia.com.

About S2BN Entertainment:

S2BN Entertainment has a long history of promoting a diverse range of incredibly successful shows on a Global scale. Headed by Michael Cohl, S2BN has been responsible for producing and overseeing tours with many of the most successful artists in the world including the Rolling Stones and Barbra Streisand, several blockbuster Broadway musicals and various live sporting events, from monster trucks to MMA.

S2BN Entertainment is a diversified international family show and event entertainment company specializing in the acquisition, development and production of high caliber touring exhibitions, unique live music tours and events, theatrical performances, and consumer and multimedia product offerings. Our experienced management team executes activities across all types of global venues – from stadiums to theaters. S2BN just announced the addition of its cutting-edge Miami-based Latin music division S2BiE. Other S2BN properties touring the world are award-winning *Yo Gabba Gabba Live!*, *Nitro Circus Live*, *Bodies: The Exhibition*, *Rock of Ages* and *Fuerza Bruta*, the international theatrical sensation from Argentina. Cohl is also currently the lead producer of the smash Broadway hit *Spider Man: Turn Off the Dark*.

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!* (Nickelodeon) 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 RJ 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.

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