

FOR IMMEDIATE RELEASE

Contact: Kelly Kimball
W!LDBRAIN Entertainment
818.290.7080/kkimball@wildbrain.com

**W!LDBRAIN ENTERTAINMENT EXPANDS MULTI-MILLION
DOLLAR *YO GABBA GABBA!* LICENSING PROGRAM
WITH TY BEANIE BABIES®**

*Brobee, Foofa, Muno, Plex and Toodee Beanie Babies® to Hit Shelves in Time for
2011 Holiday Season*

Los Angeles, CA (May 5, 2011) – W!LDBRAIN Entertainment, the award-winning entertainment company and one of the world’s foremost producers of animation, announced today, they have tapped Ty Inc. (Ty) to join the ranks of top licensees selected to develop and distribute *Yo Gabba Gabba!* merchandise. Ty will release a *Yo Gabba Gabba!* Beanie Babies® collection based on the iconic hit television show, created by Christian Jacobs and Scott Schultz. The series, which airs in all major territories worldwide and on Nickelodeon in the U.S., is produced by W!LDBRAIN Entertainment and The Magic Store. *Yo Gabba Gabba!* is currently in production on their successful live stage show and season 4. *Yo Gabba Gabba!* Ty Beanie Babies® will be available in time for the 2011 holiday season and will be sold at specialty gift retailers nationwide.

The *Yo Gabba Gabba!* Ty Beanie Babies® collection will feature the colorful 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! apparel, CDs, DVDs and books have skyrocketed in popularity. There are currently over 45 *YO GABBA GABBA!* licensees in the US and Canada. Key partners include: Simon & Schuster for publishing, Filter (Fontana/Universal) for music and Nickelodeon Home Entertainment/Paramount for DVDs.

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 was voted as one of the best new shows on television by TIME magazine. *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, is a two time winner of the “Outstanding Achievement in Children’s Television” Award by the Television Critics Association and is a two-time Emmy nominee. The series stars DJ Lance Rock (Lance Robertson) and guest starring regulars Biz Markie and Mark Mothersbaugh. Today’s most popular names in movies, television, music and sports flock to the groundbreaking series. “Dancey Dance” and “Super Music Friends” guest stars include 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. Additional celebrity guests performed during the live tour, including Devendra Banhart, Cold War Kids, Matt Costa, DMC (Run DMC), Snoop Dogg, Dave Grohl, Jon Heder, Talib Kweli, Mix Master Mike, Nicole Richie, Kid Sister, Keri Russell and more, while Christina Aguilera, Jessica Alba, Jason Bateman, Travis Barker, Brendan Fraser, Heidi Klum, Chris Noth, Gwen Stefani, Brooke Shields, Dennis Quaid and others attended with their families.

Visit www.yogabbagabba.com.

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.

About TY WARNER

Ty Warner is an American toy manufacturer and owner of luxury hotels worldwide. He is Chairman, CEO, sole owner and founder of Ty Inc., the largest manufacturer of plush in the world. Warner is a philanthropist, donating over one million Beanie Babies® for children in Iraq and more than \$200 million worth of plush toys for a variety of charities. Additionally, Warner has designed and produced a number of Beanie Babies, donating all or a portion of the profits to charity. In 2006, Warner received the Children's Champion Award from Children's Hunger Fund for his philanthropic efforts.