



WILD BRAIN, Inc.

660 Alabama Street
San Francisco, CA 94110

415 553 8000 telephone
415 553 8009 facsimile

FOR IMMEDIATE RELEASE

W!LDBRAIN AND THE MAGIC STORE SIGN RDF RIGHTS TO DISTRIBUTE PRESCHOOL SERIES *YO GABBA GABBA!* GLOBALLY

*Industry Leader To Manage Distribution of Free and Pay Television Rights, Home Video/DVD Rights
and Licensing and Merchandising Rights For Yo Gabba Gabba! Series,
Produced by The Magic Store and W!LDBRAIN*

SAN FRANCISCO, CA – February 7, 2007 – Award-winning entertainment company W!LDBRAIN and The Magic Store announced today that they have entered into a world-wide strategic partnership with RDF Rights (RDFR) to distribute the half-hour children’s entertainment series *Yo Gabba Gabba!* globally. RDFR, part of the RDF Media Group, has been signed as distributor of international television and DVD rights as well as being appointed as international licensing and merchandising representative. This partnership will bring to life the world of *Yo Gabba Gabba!* for children around the globe through products including books, home video/DVD, CDs, furnishings, apparel and accessories.

Produced by The Magic Store and W!LDBRAIN, the hip and highly anticipated children’s series *Yo Gabba Gabba!* will commence production in April. The show, infused with a retro style and beat-driven music, highlights simple life lessons and universal experiences in the lives of preschoolers. *Yo Gabba Gabba!* will star Host DJ Lance Rock (Lance Robertson) and features animated segments, real kids and special guests in addition to a vibrant world of puppet characters. Muno the red Cyclops, Foofa the pink flower bubble, Brobee the green little one, Toodee the blue cat-dragon and Plex the robot are all ready to sing, play and dance along with preschoolers at home – as soon as they hear the magic words, “Yo Gabba Gabba!”

The RDFR deal follows the news of W!LDBRAIN and The Magic Store’s broadcast deal with Nick Jr. Twenty episodes of *Yo Gabba Gabba!* have already been picked-up by Nick Jr., the number one entertainment network for kids, which has slated the live-action, magazine-style series to premiere in the U.S. in Fall 2007.

“RDF Rights is a key brand partner in the global expansion of this extraordinary preschool series,” said Charles Rivkin, President and CEO of W!LDBRAIN. “We are excited to be working with such a creative and innovative company who will help ensure that *Yo Gabba Gabba!* will be enjoyed by children around the world.”

RDFR will handle sales of all free television rights outside North America and all pay television sales and home video/DVD rights outside of the U.S., U.K., Ireland and Italy, where deals are in advanced negotiation. RDFR will also manage licensing and merchandising rights for *Yo Gabba Gabba!* in categories such as apparel, home furnishings, music and publishing rights outside of North America. The deal was brokered for RDFR by Angus Fletcher of Snow River Media.

"*Yo Gabba Gabba!* is a wonderfully creative and innovative new preschool series that will resonate with young, and not so young, audiences around the world," said Nigel Pickard, Director of Family Entertainment at RDF. "Our association with *Yo Gabba Gabba!* launches RDF Family Entertainment into the global kid's market and we couldn't be more delighted to be working with W!LDBRAIN and The Magic Store."

– MORE –

W!LDBRAIN®

Established in 1996 RDF Rights (RDFR), part of the RDF Media Group plc, is one of the UK's fastest growing independent distribution companies. Over the years RDFR has built a reputation for offering the very best and most noted service to both its producers and buyers. RDFR's unique catalogue currently encompasses more than 3,500 hours of high quality programming in the factual, factual entertainment, light entertainment, crime, drama, and reality genres. It represents programming on behalf of several broadcasters including Court TV, Lifetime, Spike TV, Five and the BBC as well as over 70 independent producers including Blast Films!, Firecracker, 19, IWC Media, Touchpaper Television, Maverick Television and Red Production company. RDF Rights attends all the major markets around the world including: MIPTV & MIPCOM, Asia TV Forum, DISCOP, RealScreen Summit, WAEA, Licensing International, Brand Licensing, Kidscreen Summit and Toy Fair. For more information please visit www.rdfrights.com.

The Magic Store was founded in 2005 by “Gen X” dads Christian Jacobs, Justin Lyon and Scott Schultz. The studio’s first project, *Yo Gabba Gabba!*, was produced independently in two half-hour episodes. After creating an online viral frenzy with the trailer, the show ultimately found a home on Nick Jr. 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) 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 and renowned for blending traditional animation methods with state-of-the-art computer graphics, the studio and its artists 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 top-rated and critically acclaimed animated series *Higglytown Heroes* airing daily on Disney Channel and the upcoming Nick Jr. series *Yo Gabba Gabba!*. One of the nation’s foremost producers of animated commercials, W!LDBRAIN has won Clios, Addys, the BDA Awards and Annies for their commercial spots – reinvigorating classic brands and developing cutting-edge spots for such leading companies as The Coca-Cola Company, Honda, Kraft and Nike. W!LDBRAIN additionally creates and distributes collectible merchandise through its subsidiary Kidrobot, a premiere retailer of limited-edition art toys, apparel and accessories, with stores located in New York City, Los Angeles and San Francisco.

Contacts:

Lisa Rose
W!LDBRAIN and THE MAGIC STORE
Phone: 1-415-216-2048
Email: lrose@wildbrain.com

Alice Robertson
RDF Rights, part of the RDF Media Group
Phone: +44 (0) 20 7013 4368
Email: alice.robertson@rdfmedia.com