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**San Francisco -- December 6, 1999** -- WILD BRAIN, INC., one of the leading animation studios in the US, announced today the launch of wildbrain.com, Wild Brain, Inc.'s new Web channel showcasing the best in animation programming from around the world, and a featured provider of animation content on Yahoo!® Broadcast (<http://broadcast.yahoo.com>). wildbrain.com features on-demand video streaming available through a broadcast services agreement with Yahoo! Inc. (Nasdaq: YHOO), a leading global Internet media company. Under the terms of the agreement, Yahoo! is providing Internet broadcasting solutions for Wild Brain's video animation programming, which is available on wildbrain.com™ as well as on Yahoo! Broadcast.

Wild Brain, Inc.'s talent base of Oscar®, Emmy™ and Clio®-winning artists are renowned for their innovative convergence of art and technology in film, television series, commercials and new media productions. The studio will launch wildbrain.com with their original animated series, "GLUE," an Internet exclusive that features colorful "unhuman" characters in their quirky 2-dimensional town. The talent behind wildbrain.com includes: award-winning creative director John Hays (Wild Brain, Inc. president and co-founder), general manager John Kirtland (former director of international at Infoseek/Disney's Go.com portal), and veteran animation producer Amy Capen (MTV's Liquid Television).

Wild Brain, Inc. CEO Jeffrey C. Ulin said, "We're believers in the Internet and have been looking for the right situation for Wild Brain to program Web content that compliments the balance of our business. As a leader in streaming on the Web, Yahoo! has a global brand, audience, and the multimedia distribution network to help us extend the reach of our animation programming. We're thrilled to be launching wildbrain.com with the leaders in the industry."

"We are pleased to be working with a leading animation studio like Wild Brain, and to provide them with our Internet broadcasting solutions," said Stan Woodward, vice president of business services at Yahoo! Inc. "Wild Brain's compelling animation is a valuable addition to our current selection of entertainment programming, and their relationships within the animation community allow us to bring an even wider variety of viewing choices to Yahoo!'s consumer audience."

#### **About wildbrain.com**

wildbrain.com is a continuous visual feast of the world's best animation featuring four key areas:

- DIGITAL DRIVE-IN - Original animation produced exclusively for wildbrain.com
- FESTIVALS - Content, interviews and live broadcasts from around the globe
- SHOWCASE - Animated projects from every corner of the universe
- GAMES - Amazing "cut scenes" previously available only to expert players

wildbrain.com is free to Web users and promises to be the definitive source for animation on the Internet. Dedicated solely to the global promotion of the art of animation, this unique new channel will broadcast ANIMATION ONLY-in all of its forms-something not available anywhere else on the Web. This revolutionary new forum will appeal to the casual cartoon viewer, the avid animation fan and everyone in-between. In addition to providing an exciting opportunity to view the world's best animation, wildbrain.com will also feature a merchandising component that allows visitors to purchase copies of their favorite festival materials-including compilation videos available only on wildbrain.com-and other products including animation cels, books, magazines, artist materials, clothing and other animation-related items.

#### **About Wild Brain, Inc.**

Wild Brain, Inc. is the premiere independent animation studio in the US. Located in San Francisco-ground zero for cutting-edge creativity-Wild Brain creates its own original animation and produces work for the leaders in entertainment and advertising including: Universal, Fox, LucasArts, Nike, Microsoft, DreamWorks, KFC, Warner Bros., Coca-Cola, Nickelodeon and the Cartoon Network. The studio's credits include award-winning animation in feature-length and short films, television series, commercials, CD-ROMS and Internet productions. Wild Brain's work has been exhibited at every major animation festival and special venue, and their veteran staff of 100+ directors,

producers and designers have garnered the most coveted awards and nominations in the industry.

In August 1999, Wild Brain, Inc. received a significant investment from Interfase Capital Partners of Austin, Texas. Guided by technology marketing guru Scott Hyten, Interfase Capital leads a group of investors drawn from the world's leading technology and media companies. Rick Salwen, Interfase partner and retired general counsel of Dell Computer Corporation, states: "As an investor in Wild Brain, I view the launch of wildbrain.com as an important step in the convergence of technology and creative content. Steve Hicks, vice chairman of AMFM, Inc., the largest owner of radio stations in the US, concurs: "The expertise and creativity of Wild Brain are perfectly matched to the global influence of Yahoo! I am delighted to be an investor in such an innovative and synergetic alliance between animation and the Internet." The launch of Wild Brain's Internet animation channel, wildbrain.com, further establishes the company's dominance as an animation leader across virtually all media platforms.

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