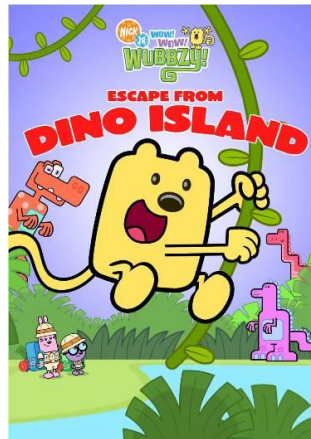




PRESS RELEASE
FOR IMMEDIATE RELEASE

February 1, 2010

It's a jungle out there!



**BRAND-NEW “WOW! WOW! WUBBZY!
ESCAPE FROM DINO ISLAND” DVD
HATCHES AT RETAIL – MAY 4, 2010**

**Preschoolers and Families Nationwide to Embark on a
Din-amic and Fun Quest in a Land Filled With Dinosaurs and
Their Favorite Wuzzleburg Friends!**

Beverly Hills, CA – Wubbzy, the cute and quirky bendy-tailed character from the hit Emmy Award®-winning Nick Jr.® preschool TV series **Wow! Wow! Wubbzy!**, takes viewers on a “dinomite” adventure in the brand-new DVD, “**Escape From Dino Island.**” Whether it’s exploring the jungle, swinging from vines or “discovering” friendly new creatures, the latest release will provide tons of prehistoric fun for preschoolers throughout the land. **“Wow! Wow! Wubbzy! Escape From Dino Island,” the newest installment in the best-selling DVD series from Anchor Bay Entertainment, lands at retail from coast-to-coast, Tuesday, May 4, 2010.**

“We are very excited to bring ‘Escape From Dino Island,’ to DVD as the newest title in our collection of award-winning **Wow! Wow! Wubbzy!** releases,” said Julie Cartwright, SVP of Brand Marketing for Anchor Bay Entertainment. “Preschoolers and families nationwide will dig the dinosaur-themed entertainment that is sure to bring laughs to the youngest set, while imparting important life lessons about honesty, teamwork and more!”

“Escape From Dino Island”/2

In the “Escape from Dino Island” DVD (SRP \$16.98), Wubbzy and his best pals, Widget, Walden and Daizy, climb aboard Widget’s Wavy Wheeler 3000 and set out on an awesome adventure that takes them from their hometown of Wuzzleburg to the mysterious land of Dino Island. On their journey, the four friends discover the Wazumboo Jungle and tame a Doodleberry patch that has gone wow, wow wild! The fun-filled collection of larger-than-life episodes will have young viewers stomping, singing, dancing and learning – Wubbzy-style!

To help celebrate the release of “Escape From Dino Island,” the DVD launch will be supported by two exciting consumer promotion initiatives. From June through December 2010, consumers who purchase one box of Minute® Rice and any Wubbzy DVD will be entitled to receive a Wubbzy Ty Beanie Baby® free with a nominal S&H fee. In addition, from May through September 2010, consumers can purchase a Wubbzy DVD and any package of Joy Cone Company ice cream cones to receive two Wubbzy Scholastic books, A Tail of Tails (SRP \$4.99) and Special Delivery (SRP \$3.99) with a \$2.00 S&H fee.

Also a star on the Internet, **Wow! Wow! Wubbzy!** remains the top game for the past two years on Nick Jr.®’s award-winning website (www.nickjr.com) and boasts the first-ever video podcasts for preschoolers at www.wubbzy.com.

Wow! Wow! Wubbzy! has been a hit with young viewers and their families since its 2006 TV premiere on Nickelodeon®, and the show currently airs daily on Nick Jr.® Wubbzy is a fun, lovable, curious little guy who just likes to play, play, play with his friends in the eye-popping town of Wuzzleburg. The show keeps kids laughing, while providing essential, wholesome life lessons about cooperation and teamwork.

The top-rated **Wow! Wow! Wubbzy!** supports preschool social skills – sharing, listening, compromising, helping and appreciating others, self-awareness and the use of humor as a coping skill. Although their world is more fanciful and imaginative than our own, Wubbzy, Daizy, Widget, and Walden deal with the same social and developmental issues faced by preschoolers. They learn how they fit into the group, how to understand their own feelings and those of others, and how to get along with one another. As preschoolers watch Wubbzy and his friends tackle these issues, they learn the value of friendship and community, how to understand their own feelings and those of others.

Wow! Wow! Wubbzy! is produced by Bolder Media, Inc. in association with Starz Media’s Film Roman Animation Studio. It is a worldwide hit that is broadcast in 60+ countries. Susan Miller (Co-Producer of *Ella Enchanted*) and Fred Seibert (Executive Producer of “The Fairly Odd Parents”) are the Executive Producers of the show created by Emmy Award® winner Bob Boyle (producer of “The Fairly Odd Parents”).

About Bolder Media, Inc.:

Bolder Media, Inc. is a joint venture formed by veteran producers Susan Miller and Fred Seibert for the development of books, television series, movies and digital media for young boys and girls. Susan Miller of Bolder Media, Inc. and Mixed Media Group and Fred Seibert of Bolder Media, Inc. and Frederator Studios, are executive producers on **Wow! Wow! Wubbzy!** Bob Boyle is the creator and executive producer of the series. (www.boldermedia.com)

About Anchor Bay Entertainment

Anchor Bay Entertainment is the home entertainment division of Starz Media, LLC. It includes the Anchor Bay Films and Manga Entertainment brands. It distributes feature films, children’s entertainment, fitness, TV series, documentaries, anime and other filmed entertainment on DVD

"Escape From Dino Island"/3

and Blu-ray formats. It is the exclusive distributor in the U.S. of the theatrical titles from Overture Films. Headquartered in Beverly Hills, CA, Anchor Bay Entertainment has offices in Troy, MI, as well as Canada, the United Kingdom and Australia. Starz Media (www.starzmedia.com) is a controlled subsidiary of Liberty Media Corporation attributed to the Liberty Capital Group.

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ESCAPE FROM DINO ISLAND

Street Date: May 4, 2010

Pre-Book: April 1, 2010

Catalog #: ST21392

UPC #: 0 1313 21392-9 6

Audio: Dolby Surround 2.0

Retail Price: \$16.98

Genre: Children's

Rating: Not Rated

Run Time: 80 minutes

Year: 2010