



STORM HAWKS SOARS INTO RETAIL AROUND THE WORLD

- **NEW TRADING CARD GAME FROM TOPPS/WIZ KIDS TO LAUNCH 2009**
- **QSR PROMOTION WITH CARLS JR/HARDEES IN JANUARY AND FEBRUARY 2008**
- **NEW LICENSEES AND INTERNATIONAL AGENTS ANNOUNCED AROUND THE WORLD**

Vancouver, Canada/Santa Monica, CA (February 18, 2008) –Nerd Corps Entertainment's original series *Storm Hawks* is set to gain even more altitude this spring, revving up in the retail aisle with several new deals and partnerships. The hit 3-D action/comedy series is currently airing on Cartoon Network five days a week during the network's afternoon programming block.

The high-flying transforming action will soon soar onto shelves as a brand new collectible trading card game (TCG). Coming up for 2009 category giant **WizKids** will unveil a brand new Storm Hawks PocketModel TCG™, allowing kids to collect and construct models of vehicles and characters from the show, integrating them into a trading card battle game. It's the third PocketModel TCG™ in WizKids' roster, following the successful launch of the *Star Wars* PocketModel TCG™ in June 2007.

Storm Hawks continues to rack up deals around the world, signing on five new international licensing agents, and seven new North American licensees. In addition to master toy partner **Spin Master** launching a full toy range across North America in January, Storm Hawks' North American agent **MGM Consumer Products** has locked in several new licensees for the first wave of merchandise due out in summer/fall of 2008. New deals include **C-Life** for apparel, **Accessory Innovations** for backpacks and accessories, **WestPoint Home** for bedding, **Hybrid Promotion** for t-shirts, **Elegant Headwear** for hats and caps, **Hobbico Corporation** for 3-D puzzles and **Weisner Products** for footwear. Additionally this January and February, **Carl's Jr. and Hardee's** restaurants across the U.S. will be featuring Storm Hawks toys in more than 3 million of its Cool Kids Combos.

To further expand Storm Hawk's U.S. reach, MGM will be calling on the expertise of strategic product licensing and merchandising agency **Brandgenuity**. In the Canadian market **Segal Licensing** will spearhead the licensing and merchandising campaign.

"Storm Hawks continues to rate exceptionally well on Cartoon Network and we are thrilled with the overwhelmingly positive response to this outstanding new boys property," said Travis Rutherford, Executive Vice President of MGM Consumer Products and Location Based Entertainment. "The show is backed by tremendous creative support and our licensees and promotional partners are enthusiastic about the long term potential of the Storm Hawks franchise."

Overseas, Nerd Corps Entertainment has assigned the licensing agency representation rights to **RMP Licensing** for France and French speaking territories; **Exim Licensing** will represent the brand through Mexico, Central and South America and the Caribbean; **Haven Licensing** will manage Australia and New Zealand and **Empire Multimedia** will be handling Asia (excluding Japan, Korea, India and China). In addition to these announcements, Nerd Corps has also secured a deal with **Kidz Entertainment** for all rights to the series in the Nordic Territories. Kidz will also act as licensing agent for Eastern Europe and CIS. Previously announced deals with **BRB** for Spain and Portugal and **M4E** in Germany and German speaking territories rounds out the team internationally, with more announcements to come.

"We are so pleased with the team we have brought together in support of the global rollout of Storm Hawks, as both a great entertainment property and a great action adventure brand," said Ken Faier, El Presidente of Nerd Corps Entertainment. "We have carefully selected some of the best and most entrepreneurial organizations to help us deliver the Storm Hawks experience to kids around the world, on-air, online and at retail. We have been working hard with MGM in North America to establish the blueprint for the brand and are now bringing in tremendous local experience and great licensees who are dedicated to innovative product. It is very exciting."

Storm Hawks is set in a fantastical world where squadrons of high-flying Sky Knights battle to protect their air turf. Five mismatched teens have found the wreckage of legendary sky knight squadron The Storm Hawks, and now, armed with transforming flying motorcycles, these punks are dog-fighting some of the nastiest villains ever to hit the skies. Too young for fear (or a pilot's license), the Storm Hawks are burning rubber and cracking rudders on a tailspin adventure that will take your breath away... or just make you lose your lunch! Launching with 52 x half hour episodes of high-end 3-D animation, the series was created by Asaph Fipke, Nerd Corps' CEO and founder.

This unique comedy/action-adventure series is currently airing on **Cartoon Network** in the U.S. and the U.K., as well as **YTV** and **VRAK** in Canada and terrestrial broadcasters **France 3** and **RTL II** (Germany), and will launch this year in more than 50 countries, including premiering on **Cartoon Network** in France, Eastern Europe and Latin

America. **MGM Worldwide Television Distribution** has picked up the rights to distribute it in all territories excluding North America and Western Europe.

About Nerd Corps Entertainment, Inc.

Nerd Corps Entertainment is a full service property development and animation studio based out of Vancouver, Canada. Formed in 2002, the company's primary objective is to break free from the preconceived boundaries of 3-D animation in order to produce stylistically innovative animated projects—from concept all the way to final delivery—based on a solid foundation of great storytelling. Working in a state of the art studio with more than 80 highly skilled artists and production staff, the company is well equipped to provide creative input, expertise and execution on all aspects of the development and production of film and television properties, including promotional materials and creative services for merchandising and licensing partners. For more information go to www.nerdcorps.com.

About Metro-Goldwyn-Mayer Inc.

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,000 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., MGM Television Entertainment Inc., MGM Networks Inc., MGM Distribution Co., Ventanazul, MGM International Television Distribution Inc., Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 110 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit www.mgm.com.

About Brandgenuity LLC

Brandgenuity LLC, an independent trademark licensing agency based in New York with offices in Los Angeles, provides turnkey licensing services to owners of famous trademarks. The agency's four principals, Jay Asher, Adina Avery-Grossman, Louis Drogin and Andrew Topkins, have more than 50 years of combined licensing and marketing experience. Brandgenuity agency services include strategic licensing planning, prospecting, negotiation, licensee management and program administration. Brandgenuity represents the following brands: MGM (including Storm Hawks, Pink Panther, Legally blonde, Stargate, Fame, Robocop and Deathwish), LeapFrog, Food Network, Snapple, Yoo-hoo, Mott's, World Poker Tour, Oneida, RCA, Tamar Geller, Molly Sims and Verizon, among others.

About SEGAL Licensing

SEGAL Licensing is the largest licensing agent in Canada representing the best of TV, film and character-based properties in the market including MGM Consumer Products, DreamWorks Animation, Paramount Pictures, Fox Studios, Marvel Entertainment, Peter Puck and Toopy and Binoo from Spectra Animation. SEGAL Licensing is a division of SEGAL. For more information, visit www.segalcommunications.com <http://www.segalcommunications.com/>.

About SEGAL

SEGAL, founded in 1994, is a leading full-service experiential marketing agency based in Toronto. Its client roster includes Sony PlayStation, Virgin Mobile, and Unilever Canada among others. SEGAL leads with its through-the-line communication planning and its strong event-based philosophy that allows

companies direct and meaningful access to audiences. SEGAL is a member of the Draft FCB family of agencies, which in turn is part of the Interpublic Group of Companies (NYSE: IPG). For more information, visit www.segalcommunications.com <http://www.segalcommunications.com/>.

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