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Warner Bros. Animation and Mochi Media Announce Winners of Developer Contest to Create New Flash Games as Promotional Brand Extensions for Animated Series "Batman: The Brave and the Bold"

First Prize Winner – WeirdBeard's "Batman: Gotham Rush" – and Seven Other Games to be Showcased on DCBeyond.com

BURBANK, Calif. and SAN FRANCISCO (August 12, 2009) — Warner Bros. Animation and [Mochi Media](#), in association with DC Comics, today announced the winners of a developer casting call seeking submissions for a new Flash game to be created as a promotional brand extension for Warner Bros. Animation's hit animated series "Batman: The Brave and the Bold" (www.braveandthebold.com), in advance of its second season premiere this fall on Cartoon Network.

The contest's top winner – "Batman: Gotham Rush," from developer WeirdBeard – is now available for fans to play on DCBeyond.com, the DC Super Heroes destination within KidsWB.com, Warner Bros. Television Group's premium, ad-supported destination built around an immersive entertainment experience.

The casting call announced in March gave developers from around the world the opportunity to design and develop unique games themed around the "Batman: The Brave and the Bold" animated series, which is based on the classic DC Super Hero. Developers were invited to submit their unique game design ideas, mockups and portfolios to Warner Bros. Animation and Mochi Media for evaluation by experts from the two companies, as well as DC Comics. From these submissions, 10 finalists were selected to develop their game idea and have them evaluated by judges.

Seven additional games from the group of 10 finalists will roll out on DCBeyond.com each week on Thursdays, through September 24.

"This contest really challenged our developer community to stretch their creative muscles," said Justin Wong, Vice President of Business Development at Mochi Media. "It was great to give them a blank canvas to create a fun and original interpretation of familiar and well-liked characters. It's evident by the diversity and quality of the games developed over just a few months that the Flash games community is an extraordinary resource for talent and innovation."

"We're very pleased with the results of this contest and the creativity showed by all the developers who participated," said Sam Ades, Vice President, Digital Animation, Warner Bros. Animation, and General Manager, KidsWB.com. "Flash gaming is a wide-open market that's growing so fast, so combining the reach that Flash games have with the creativity of Mochi Media's development community and a beloved character like Batman is a great opportunity for us to reach new audiences."

In addition to the first prize winner, the other nine finalists included "Batman: The Rooftop Caper," from James Greb; "Game Over for Owl Man," from Difference Games; "Batman: Countdown to Conflict," by MegaDev; "Plastic Attack," from Will Hankinson; "Batman: Scarecrow's Revenge," by Let's Design; "Batman: Bat Brawl!," by Michael Lapinski;

"Batman: In the Heat of the Night," by Liquid Interactive; "Batman: The New Recruit," by Mouse Hog; and "Batman: Jumper," by Evil Rat Studios.

"Batman: Gotham Rush" can be found at <http://www.dcbeyond.com/batmangamecontest>.

About Warner Bros. Animation

Warner Bros. Animation (WBA) has been producing award-winning original animation since 1930, when it released its first cartoon, "Sinkin' in the Bathtub." Since then, WBA's characters have set the standard for innovative, quality animation. Producing for network and cable television, online, home entertainment and feature films both domestically and internationally, WBA is highly respected for its creative and technical excellence, as well as for maintaining the Studio's rich cartoon heritage. WBA also oversees the creative use and production of animated programming based on classic animated characters from the Hanna-Barbera and DC Comics libraries. WBA is one of the most-honored animation studios in history, garnering a grand total of six Academy Awards®, 35 Emmy® Awards, the George Foster Peabody Award, an Environmental Media Award, a Parents' Choice Award, the HUMANITAS Prize, two Prism Awards and 20 Annie Awards.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as **Superman**, **Batman**, **Wonder Woman** and the **Sandman**. These **DC Super Heroes** and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' web site is located at www.dccomics.com.

About Mochi Media

Mochi Media is the world's largest casual online game network, serving the needs of thousands of Flash developers, reaching over 100 million unique users each month with a library of over 14,000 games, and enabling advertisers to reach engaged consumers with targeted display, text, and video ads. The company's Flash game development products and services provide developers with tools to track distribution and usage analytics, enable version control and live updates to distributed games, and provide monetization via micro-transactions and real-time insertion of pre-game and in-game ads. Mochi Media's developers gain distribution opportunities to over 30,000 Web sites, as well as monetization opportunities by sharing in the ad and micro-transaction revenue generated by their games. Mochi Media is headquartered in downtown San Francisco.

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