

**WARNER BROS. ANIMATION AND MOCHI MEDIA HOLD CASTING CALL
FOR DEVELOPERS TO CREATE A NEW FLASH GAME AS A
PROMOTIONAL BRAND EXTENSION FOR ANIMATED SERIES
“BATMAN: THE BRAVE AND THE BOLD”**

*Game Development Casting Call Seeks Innovative Design Ideas; Winning Developer
Awarded \$24,000 and Game Showcased on KidsWB.com*

BURBANK, Calif. and SAN FRANCISCO (March 11, 2009) – Warner Bros. Animation and [Mochi Media](#), in association with DC Comics, today announced a casting call for developers to submit ideas for creating a new Flash game as a promotional brand extension for Warner Bros. Animation’s hit animated series “Batman: The Brave and the Bold” (www.braveandthebold.com), airing Fridays at 8 p.m. ET/PT on Cartoon Network. The game would be developed and produced for KidsWB.com, Warner Bros. Television Group’s premium, ad-supported destination built around an immersive entertainment experience. The promotion, which will award \$65,000 in prizes, will test game developers’ creativity by allowing them 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 superhero created by DC Comics.

Starting today, game developers are asked to submit their “Batman: The Brave and the Bold” game design ideas, mockups and game portfolios to Warner Bros. Animation and Mochi Media for evaluation by experts from the two companies, as well as DC Comics. The deadline for submissions is March 27, 2009. Ten finalists will be selected and given two months to develop the Flash game ideas they submitted, with the finished games to be showcased on KidsWB.com in June. All 10 finalists will win a prize with the following distribution pool:

- One \$9,000 first prize, plus a contract for a second game worth \$15,000
- Four \$5,000 “Choice Winner” prizes
- Five \$4,000 prizes

“The characters and story associated with ‘Batman: The Brave and the Bold’ will spark a tremendous amount of creativity within our development community,” said Justin Wong, Vice President of Business Development at Mochi Media. “It’s exciting to see Warner Bros. Animation tapping into the creativity and talent of the Flash game community to bring an original interpretation to a well-known brand.”

“We are thrilled to be working with Mochi and teaming up with a select group of Flash developers to create a new and unique game that will extend the affinity fans have for the ‘Batman: The Brave and the Bold’ series to the game space,” said Sam Ades, Vice President, Digital Animation, Warner Bros. Animation, and General Manager, KidsWB.com. “We are always trying to find new and innovative ways to create compelling content that our fans can engage with across multiple platforms, providing a true 360-degree experience around our brand.”

Full details and rules on the promotion can be found at www.braveandtheboldcastingcall.com

About Mochi Media

Mochi Media is the world's largest casual online game network, serving the needs of thousands of Flash developers, reaching almost 100 million unique users each month with a library of over 8,500 games, and enabling advertisers to reach engaged consumers with targeted display, text,

and video ads. The company's MochiAds program provides developers with tools to track distribution and usage analytics, enable version control and live updates to distributed games, and provide real-time ad insertion for pre-game and in-game ads. MochiAds developers gain distribution opportunities to over 25,000 websites, as well as monetization opportunities by sharing in the ad revenue generated by their games. Mochi Media is headquartered in downtown San Francisco.

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.

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