NEWS RELEASE

YO GABBA GABBA! HEADED TO APPLE TV+ WITH NEW ORIGINAL SERIES

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HALIFAX, NS, Sept. 10, 2021 /CNW/ - Apple TV+ has teamed with WildBrain to become the new home for Yo Gabba Gabba!, including a brand-new original series, comprising 20 half-hour episodes, and the entire Yo Gabba Gabba! classic series and specials.

Created by Christian Jacobs and Scott Schultz, Yo Gabba Gabba! has inspired and delighted generations of kids and families worldwide with its blend of cutting-edge music, colourful live-action characters and captivating animation. The new series will invite Apple TV+ audiences to return to that magical land of endless possibilities and promise, in a new reimagining based on the heart and essence of what Yo Gabba Gabba! is – a fantastic land of optimism and fun, where kids and families are taught life lessons through song and dance that allow them to learn, laugh and heal.

The new series will be produced in partnership and collaboration with WildBrain and Yo Gabba Gabba LLC, co-owners of the IP.

Yo Gabba Gabba! follows a previously announced partnership with Apple and WildBrain, along with Peanuts Worldwide and Lee Mendelson Film Productions, to make Apple TV+ the home for all things Peanuts.

Apple TV+ is also home to series and films from some of today's most trusted franchises in kids and family programming, including Daytime Emmy Award-winning Ghostwriter and Helpsters from Sesame Workshop; Academy Award-nominated animated film Wolfwalkers; as well as upcoming series Fraggle Rock.

About Yo Gabba Gabba!

Yo Gabba Gabba! is adored worldwide. Originally created in 2007, Yo Gabba Gabba! infuses retro-style and beat-driven music into a magical landscape where a cast of colorful characters share simple and positive life lessons. In addition to beloved characters Brobee (the little green one), Foofa (the pink flowerbubble), Muno (the red Cyclops), Toodee (the blue cat-dragon) and Plex (the yellow robot), Yo Gabba Gabba! has featured some of the most popular figures in movies, television, music and sports, including host DJ Lance Rock and series regulars Mark Mothersbaugh and the late legendary Biz Markie, plus such notable guest stars as Fred Armisen, Erykah Badu, Jack Black, Devo, Rachel Dratch, The Flaming Lips, Tony Hawk, The Killers, Angela Kinsey, Solange Knowles, Jack McBrayer, MGMT, Mos Def, The Roots, Andy Samberg, Amy Sedaris, The Shins, Sarah Silverman, Amare Stoudemire, Weezer, Jimmy Eat World, Elijah Wood and Weird Al Yankovic.

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About WildBrain Ltd. ("WildBrain" or the "Company")

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world's most extensive – we are home to such brands as Peanuts, Teletubbies, Strawberry Shortcake, Caillou, Inspector Gadget, Johnny Test and Degrassi. At our 75,000-square-foot state-of-the-art animation studio in Vancouver, BC, we produce such fan-favourite series as The Snoopy Show, Snoopy in Space, Chip & Potato, Carmen Sandiego, Go, Dog. Go! and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids' channels on YouTube, garnering billions of views per month from over 150 million subscribers. We also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family entertainment channels that are among the most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Please visit us at **wildbrain.com**.

Forward-Looking Statements

This press release contains "forward-looking statements" under applicable securities laws with respect to the Company including, without limitation, statements regarding a deal with Apple TV+ for Yo Gabba Gabba! and new content to be produced under such deal and the business strategies and operational activities of WildBrain. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties and are based on information currently available to the Company. Actual results or events may differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual results or events to differ materially from current expectations, among other things, include the availability of investment opportunities and at acceptable valuations, epidemics, pandemics or other public health crises, including the current outbreak of COVID-19, the magnitude and length of economic disruption as a result of the worldwide COVID-19 outbreak, and risk factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under "Risk Factors" in the Company's most recent Annual Information Form and annual Management Discussion and Analysis. These forward-looking statements are made as of the date hereof, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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