



News

MULTI-PLATFORM MAGI-NATION BRAND EXPANDS IN 2008

Online Game Enters Open Beta Testing, Product Line and DVDs to Follow

FOR IMMEDIATE RELEASE:

TORONTO (February 19, 2008) – Cookie Jar Entertainment enters a new phase of its innovative multi-platform property, “Magi-Nation,” with the start of open beta testing for its online role-playing game (RPG), *Magi-Nation: Battle for the Moonlands*. A trading card game, the first in a line of consumer products integrated into the brand, will be released later this year. Cookie Jar also has signed a home video deal with NCircle Entertainment to license and distribute “Magi-Nation,” which currently airs on *Kids’ WB!* on The CW and *CBC*.

“Magi-Nation is an exciting and diverse property that kids can experience and enjoy on many different levels,” said Toper Taylor, President and COO for Cookie Jar Entertainment. “The Magi-Nation brand marks a major step in Cookie Jar’s goal of reaching kids wherever they are, through television, online worlds and consumer products.”

Fans of the “Magi-Nation” animated series can immerse themselves further into the world through Cookie Jar’s free-to-play/micro-payment online RPG, *Magi-Nation: Battle for the Moonlands*, a fantastic adventure far beyond imagination and the TV series. Through a partnership with PayByCash’s pre-paid Ultimate Game Card, Cookie Jar is making it easy for gamers to purchase pre-paid game cards through payment methods that do not require the use of credit card. *Magi-Nation: Battle for the Moonlands* is free-to-play and can be accessed and enjoyed by all with absolutely no cost, however pre-paid game cards can be purchased to enhance their gaming experience.

In addition to the online RPG and the consumer product line, Cookie Jar has signed a licensing agreement an all-rights agreement with Tele München’s Licensing and Merchandising arm, CTM, which will serve as Magi-Nation’s exclusive agent in Germany, Switzerland, Austria and Benelux.

“Magi Nation” follows the adventures of three young Magi who must journey through the Moonlands with their collections of Dream Creatures by their sides, to defeat the evil Shadow Magi who threaten their magical world. Faced with riddles, mysteries, vastly varying lands and numerous foes these young heroes and their Dream Creatures must use intelligence, wit and bravery to see their way though. As they continue on their quest they will unlock many puzzles of the Moonlands, and may just learn a few things about themselves along the way.

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