



DINO DAN™ OFFICIAL WEBSITE LAUNCHES

Sinking Ship Entertainment announces the launch of *Dino Dan's* Official U.S. website www.dinodan.com, the official Dino Dan online store, www.dinodan.shop.musictoday.com, and a dedicated Facebook page

TORONTO – August 11, 2011 – Sinking Ship Entertainment announced today the launch of the official *Dino Dan* website – dinodan.com – in the US market, based on the popular Nick Jr. and TVOntario series. *Dino Dan* follows the adventures of paleontologist-in-training Dan Henderson and his friends, as he uncovers clues about the past and secrets of the dinosaurs. The show combines live action with amazing CGI dinosaurs.

The website features a virtual dig site where users have to search for hidden fossils which unlock new dinosaurs and that can be used in gameplay throughout the website. The paleontological-accurate educational content was co-developed with The Royal Tyrrell Museum. There are over five games where players can win points to be used as currency at the Dino Shop to buy new virtual dinosaurs and special objects for game play and collectability. Later this year secret codes will be distributed, through innovative marketing and merchandise campaigns, to unlock exclusive content, points and dinos on the site otherwise unseen.

Sinking Ship also announced that it has launched an Official *Dino Dan* Facebook page to make it easier for fans to access online content, news and download videos. *Dino Dan* trailers and 'behind the scenes' videos on YouTube have to date accumulated over 1.4 million viewers. *Dino Dan's* Facebook page was previously hosted at Sinking Ship's official Facebook page.

Simultaneously, Sinking Ship, through its distribution partnership with Breakthrough Entertainment, announced a license agreement with Musictoday, a Live Nation company, to launch the official *Dino Dan* Webstore, www.dinodan.shop.musictoday.com. Musictoday will handle *Dino Dan* online merchandise orders, customer service, special promotions and sales

opportunities which will integrate directly with the new website – www.dinodan.com. A new merchandise line that includes *Dino Dan* branded T-shirts, hoodies, headwear, room decor, bumper stickers and water bottles are now available for sale to help young fans prepare for the new school year. Check back often for new Dino Dan merchandise, special offers and new and exciting content.

Media contact: Carly Weiner, Sinking Ship Entertainment 416-533-8172 x 2221

ABOUT SINKING SHIP ENTERTAINMENT

Sinking Ship Entertainment is an award-winning television production and new media company dedicated to creating groundbreaking live-action programming and cross-platform new media content. Sinking Ship has created, produced and directed some of Canada's most successful children's programs to date, such as "Dino Dan," "Are We There Yet?: World Adventure," "The Jungle Room," "The Ocean Room," "Roll Play," "This Is Daniel Cook," "This Is Emily Yeung," and "I Dare You!." Since its inception in 2002, the company has produced 10 series that can be seen in over 130 countries. <http://www.sinkingship.ca/>

ABOUT BREAKTHROUGH ENTERTAINMENT

Headquartered in Toronto, Breakthrough Entertainment Inc. (BEI) is a leading global producer and distributor of acclaimed primetime comedy and drama series, as well as factual entertainment, documentaries, television movies, family entertainment and children's animation. As one of Canada's largest television production and distribution companies, BEI has licensed programs to major broadcasters in over 200 territories. With a catalogue of over 2600 half-hours of programming, the company handles distribution as well as worldwide pre-sales, co-productions and third-party acquisitions. In addition to its dedicated program development, production and distribution divisions, Breakthrough's digital media division ranks among one of the industry's most respected producers of high quality digital entertainment including websites, and online, mobile, ITV and iphone games. www.breakthroughentertainment.com

ABOUT MUSICTODAY

For over fourteen years, Musictoday has worked with over 1000 artists, athletes and brands including Dave Matthews Band, John Mayer, Jeff Gordon and Sesame Street. Musictoday has developed cutting edge integrated ecommerce solutions, helping clients connect directly with their fans, while implementing marketing programs that drive traffic, generate income and extend careers.