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WILD CREATIONS INTRODUCES DINO DAN™ LICENSED PRODUCTS

Myrtle Beach, SC (February 7, 2011) – **Dino Dan**, a children’s show about the adventures of a 10-year-old dinosaur enthusiast and his friends, made a huge splash in 2010 when it debuted on Nick Jr. Now, fans of the show will be able to get their hands on the kind of products Dino Dan himself would go crazy over.

Wild Creations is pleased to announce it will be bringing Dino Dan toys to the US market in the fall of 2011. The Dino Dan licensed products will include excavation kits, prehistoric playsets, fossil replica kits, action figures and even Dino Dan outdoor adventure gear.

Produced by Sinking Ship Entertainment, each episode of Dino Dan takes viewers on a journey with Dino Dan and his friends as they encounter incredible computer-generated dinosaurs and learn about dinosaurs, their surroundings, and the importance of the scientific method.

The show premiered on Nick Jr. in Oct. 2010 and is the channel’s highest-rated series premiere ever. New episodes of Dino Dan air each weekend with repeats shown during the week. Currently, Nick Jr. reaches an estimated 70 million households via cable, digital cable and satellite TV. Breakthrough Entertainment distributes the television series internationally.

“We are thrilled to partner with Geoworld, the global toy licensee. More importantly, I think this show and these new products will change the way kids think about dinosaurs...it has for my boys. They just love the show,” said Rhett Power, co-founder of Wild Creations.

“Geoworld and Wild Creations make excellent toy partners for Dino Dan,” said producers J.J. Johnson and Blair Powers. “Not only do they create award-winning quality toys, Geoworld’s CEO is a paleontologist who appreciates the authenticity we seek to capture in each episode. We look forward to working with them to bring Dino Dan toys to life.”

About Wild Creations

Wild Creations, best known for its award-winning EcoAquarium™, is eager to expand young minds with smart ways to play! The company shipped more than 1 million frogs in 2009 alone! The Myrtle Beach-based company is grounded in an understanding of the interconnection of the earth and the cosmos with a profound reverence for animals, plants, soil, water and air. This reverence toward life is the basis for how the company conducts business and the basis for choosing the organizations they support including The Sierra Club, Project Amazonas, The Toy Industry Association, and the American Specialty Toy Retailing Association. Wild Creations also supports the Horry County Disabilities and Special Needs Board by providing employment opportunities to individuals with special needs.

At its online store, wildcreations.com, customers from teachers to parents, are assured of discovering the best products and receiving the finest service before and after the sale. Find Wild Creations on many social media networks – Facebook and YouTube.

About Sinking Ship Entertainment

Sinking Ship Entertainment is an award winning television 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 including "This Is Daniel Cook," "This Is Emily Yeung," "Roll Play," "I Dare You!," "Are We There Yet?: World Adventure," "The Jungle Room," "The Ocean Room," and their latest adventure "Dino Dan" starring Jason Spevack. Since its inception in 2002, the company has produced 10 series that can be seen in over 130 countries.

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