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WONDER AND FAT RED COUCH JOIN FORCES TO PRODUCE MOBILE APPS BASED ON WONDER'S "GALACTIC ACADEMY" PROPERTY

Wonder and FRC today announced plans to develop and produce two educational mobile apps for Wonder's property "Galactic Academy". Wonder CEO Al Ovadia says *"both apps are meant to introduce our characters to our target audience, as well as produce incentive for our audience to participate on our Crowd Funding platform Wonder Funding."* The content will be based on a Master App: a portal that has multiple points of entry and play that both sells and cross-markets "Galactic Academy" and its robot-themed products.

The apps will be episodic, or "appisodic" to use FRC's vernacular. FRC CEO Nicole Lundeen explains *"unlike regular TV episodes, the user's participation is required to advance the story. We envision creating a series of 'appisodes' with Wonder that will be published for iOS and Android tablets, as well as be rendered for TV syndication and interactive SmartTVs."*

"This is a very important alliance for Wonder", says Wonder CRO Omar Kaczmarczyk. *"Wonder has developed properties that are as relevant for toys and games, as they are for social media, apps, ad-supported webisodes/TV, and movies."* To this end, Wonder and FRC are perfectly matched for their co-production. Look for Wonder/FRC's first apps to be released in 2014. ##

Wonder Transmedia: *A team that is led by the former 20th Century Fox Division President that launched "The Simpson's" and the gaming group Fox Interactive, Wonder produces evergreen Intellectual Property with a disruptive brand-building pathway across multiple digital-media platforms to build audiences, drive revenue, and provide sustainable shareholder value.*

Fat Red Couch: *A team with rich experience and resources in every aspect of interactive publishing. FRC creates and publishes immersive interactive titles on mobile platforms. The company take ideas from strategic planning, production, and distribution through a range of platforms, and then create success in the market with integrated campaigns ranging from direct marketing to social media.*

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