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Wonder: a Transmedia Company has elected AL OVADIA as Chairman/CEO. Mr. Ovadia's immediate effort will be to lead the company through its second round of funding and through its first product release: the launch of WonderFunding.org as a joint-venture with Give2gether.com, and the release of Wonder Animation's first mobile apps for its "Galactic Academy" property.



"Al has been our most active Board Director and has been an immeasurable source of ideas and encouragement," says Omar Kaczmarczyk – Wonder's CRO.

Wonder's CDO Chris Fure explains *"Al instantly understood our business model: create a good-will based sales-channel to the family audience via a school fund-raising platform; introduce the brand with free educational mobile apps; and then barter the sales-channel and brand to a large distributor for TV series and/or feature movie release."*

"I am very excited to take this role," says Mr. Ovadia, explaining that he has been enthusiastically following Wonder's refinement of its disruptive model and transmedia content, which includes "Galactic Academy" (an educational themed franchise for children 7-10), and "Hard Drop", (an interactive-gaming themed franchise for "tweens" 11-14).

On this note, as a 20th Century Fox Division President, Mr. Ovadia was responsible for the global licensing and promotion of Fox's slate of film and television properties. He was credited with the global launch of "The Simpsons" among other successful titles. He also launched Fox Interactive, an in-house video game division for the company. As Sony Pictures Entertainment's Head of Consumer Products, Mr. Ovadia ran the global branding and merchandising efforts for the "Men in Black" and "Spider Man" franchises, among other feature movies, including the animated releases "Open Season" and "Surf's Up!"

"We could not find a more perfect fit as CEO," adds Fure. *"We needed someone who undertands transmedia: how social media can drive mobile apps, which can then spin-off TV, as well as launch a feature picture. Al not only gets it, but he's always been a step ahead of us. We look forward to how Al will position our brand and releases."*

Mr. Ovadia has also served as EVP of Equity Marketing, President of News America Marketing, and he has co-founded internet content syndication company Mediacentrix. Mr. Ovadia began his career at NBC where he spent his last four years as VP of Network Creative Services. ##

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