

For Immediate Release

Worldwide Biggies Inc.

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DIGITAL ENTERTAINMENT STUDIO WORLDWIDE BIGGIES INC. FORMS POWERHOUSE SENIOR MANAGEMENT TEAM

*Former Nickelodeon and Spike TV Prexy Albie Hecht Assembles Renowned Executive Team
Led By Scott Webb, Blaine Graboyes, Christopher Romero,
Robert Gibilterra and Kari Kim to Spearhead Company's Inventive, Multi-platform Strategy*

New York, NY, August 13, 2007 – Worldwide Biggies Inc., a rising digital entertainment studio focused on creating highly innovative multi-platform content for a variety of audiences, announced today the formation of a blue chip senior management team. Joining Worldwide Biggies founder and CEO Albie Hecht to lead the studio's day-to-day operations are acclaimed creative, marketing and business executives Scott Webb, Blaine Graboyes, Christopher Romero, Robert Gibilterra and Kari Kim. With this multi-award winning senior management team now in place, Worldwide Biggies is ready to take its next step in establishing itself as the new breed of hit-making digital studio.

“We’re very excited to be expanding Worldwide Biggies with such a renowned group of industry leaders. Our goal is to build Biggies into a hit machine, turning out some of the most inventive and exciting entertainment properties that cut across all platforms – Online, mobile , TV and film,” said Hecht. “Scott, Blaine, Chris, Robert and Kari are elite talents in their respective fields. By bringing them all together, we truly have been able to create the perfect combination of creative, marketing and business minds that will enable Worldwide Biggies to make a huge mark in the digital space.”

Leading Biggies’ newly formed senior management team is Scott Webb, a former Executive Vice President at Nickelodeon and Senior Vice President, Creative Director at Oxygen Media. As Chief Creative Officer of Worldwide Biggies, Webb will oversee Biggies’ studio operations, creative development and marketing. During his tenure at Nickelodeon, Scott was integral to the relaunch of Nickelodeon’s unique brand identity and distinctive orange trademark as well as the development of the family of brand extensions Nick-at-Nite, Nick Jr., TV Land, Noggin, Nick Magazine and the launch of all of Nick’s properties on the web. Additionally, Webb oversaw the brand driven development movement of Nickelodeon’s Creative Lab which included the creation and launch of new multi-platform properties, characters and storylines. At Oxygen Media, Webb played a lead role in the branding of Oxygen as well as managed on-air promotions and all aspects of their online efforts.

Scott Webb added, “I am extremely excited to be part of the Worldwide Biggies executive team and to be working with such an innovator in the industry as Albie Hecht. The mission of Worldwide Biggies has been in my DNA for the last 10 years. By watching my own kids I’ve seen first hand the way today’s generation of kids consume media and I want to make hits that will engage and excite them.”

With over 4000 interactive projects under his belt, Blaine Graboyes joins Biggies’ as leading Media Architect, where he will spearhead interactive game production and software development. Graboyes has developed scores of projects for world-renowned clients in videogames, education, feature films, television, music, fine arts and museums. These include: the launch titles for DirecTV’s new GameLounge system; *Shrek Totally Tangled Tales* and *Madagascar* DVD games for DreamWorks; Sony’s *Final Fantasy: The Spirits Within*; *Super Bowl XXVI & XXXVII Championships* for NFL Films; Disney’s *High School Musical* DVD game; and *Dora The Explorer* and *Go Diego Go Car-Go* DVD games for Nickelodeon. Most recently, Blaine established Outside Your Box, which has quickly become a top producer of exclusive content for Microsoft Xbox Live.

Bringing to Biggies over 14 years experience in interactive development, Christopher Romero joins the Company as Chief Technology Officer. Most recently serving as Vice President of Technical Production at Nickelodeon Online, Romero quickly became a force in the online industry by managing and developing ground-breaking programs and games for such award-winning websites as Nick.com, NickJr.com, TVLand.com and AddictingGames.com. Romero developed a number of successful applications including NickPoints, virtual trading cards E-Collectibles, the online video player TurboNick, game simulation Wildlife Rescue and the massive casual gaming world Nicktropolis. With a combined traffic of over 30 million unique visits per month, an entire generation of kids has interacted with his work.

Robert Gibilterra, former Domestic Chief Financial Officer at MTV Networks will assume the role of Chief Financial Officer. Gibilterra is responsible for all financial and administrative operations for the Company including finance, treasury, accounting, business development and human resources. While with MTV Networks, Gibilterra, along with Hecht, were part of the management team that built and developed the Nickelodeon Animation Studios in Burbank, California. In addition, Gibilterra was involved in the acquisition of Comedy Central, TNN and the development of TV Land. He also worked closely with the leaders at Nickelodeon in developing ancillary businesses in online, consumer products, features and magazines.

Rounding out the executive team is Kari Kim as Vice President of Production and Development. Kim started out her career at Saturday Night Live and has worked on various productions for Nick Movies and Spike TV. She has been with Worldwide Biggies since its inception and has played a key role in the company’s initial multi-platform property launches. With Hecht, She found and developed the smash hit franchise *The Naked Brothers Band* and currently serves as its coordinating producer of the television series as well as producer of the webisode series. In addition, she co-produced the feature documentary *War/Dance* which has won eleven film festival awards including Best Cinematography for Documentary Feature at the Sundance Film Festival. She is also the producer for the viral short series Meansters and Bigby.

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Worldwide Biggies, with offices in New York and Los Angeles, is a new digital entertainment studio creating hit intellectual properties for kids, families and young adults that are born on the web with multi-platforms designed for additional distribution in film, TV and licensing. Worldwide Biggies launched its first multi-platform hit on Nickelodeon and Nick.com earlier this year with *The Naked Brothers Band* and has produced the *Video Game Awards* on Spike TV, which Hecht created during his tenure as the network's president. In March Worldwide Biggies launched www.worldwidedido.com a website dedicated to user-submitted videos of dogs – one of the most popular categories of web video. Worldwide Fido is “the place for the best dog video on the web” with monthly contests and prizes in several categories. Most recently, Worldwide Biggies launched www.starvsstar.com an online celebrity fan game that features a celebrity fantasy league, a weekly video webcast and amazing photographs.

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