

## **Tribal Nova nominates Eric Brassard as CEO and increases its focus on strategic activities**

**Montreal, Canada, January 25, 2010** – Guillaume Aniorté and Pierre Le Lann, co-founders of Tribal Nova, are proud to announce the nomination of Éric Brassard as the new CEO of Tribal Nova. Since joining the company as EVP Marketing in 2008, Mr. Brassard has successfully completed his mandate of developing and implementing a solid business and marketing strategy for Tribal Nova's subscription based online services for consumers.

According to Mr. Le Lann and Mr. Aniorté, "Nominating Eric Brassard as Chief Executive Officer is the logical next step in the strategy we have been pursuing since founding Tribal Nova. Having made our mark producing award-winning online games and gaming services for children in partnership with major TV producers and broadcasters, this past year we have put a lot more emphasis on marketing our products directly to consumers. Based on Eric's extensive consumer marketing experience and the leadership he has demonstrated at Tribal Nova, we believe he is clearly the best qualified person to lead the company in this growth phase and achieve our ambitious goals."

This nomination comes as Tribal Nova increases its focus on core activities which will be developed in two distinct divisions: *Woozworld*, a groundbreaking, Web 2.0, virtual world created and controlled by 9 to 15 year olds worldwide, and *Tribal Nova Kids*, which, in partnership with major media partners in North America and Europe, develops and markets online gaming and VOD services for children aged 3 to 9. To date, online services and worlds offered by Tribal Nova have attracted more than 2.5 million registered users.

The new organizational structure at Tribal Nova will see Pierre Le Lann take on the position of EVP, Strategic Partnerships, while Guillaume Aniorté will serve as President of Tribal Nova Kids. In addition to being CEO of Tribal Nova, Eric Brassard will also act as President of the Woozworld division.

***About Tribal Nova:** Tribal Nova produces and markets online gaming services and virtual worlds for kids. The company markets its own products across the world under the Woozworld™ brand. It also operates online gaming services for pre-school children in partnership with well-known and trusted partners such as PBS in the United States ([www.pbskidsplay.org](http://www.pbskidsplay.org)), Éditions Bayard in France ([www.bayardkids.com](http://www.bayardkids.com)) and CBC in Canada ([www.kidscbcwonderworld.ca](http://www.kidscbcwonderworld.ca)). For more details, please visit [www.tribalnova.com](http://www.tribalnova.com).*

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For more information about Tribal Nova:  
Erika Ferland  
Telephone: (514) 598-0444, ext. 201  
E-mail: [eferland@tribalnova.com](mailto:eferland@tribalnova.com)