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**BRAND PERFORMANCE LAUNCHES FIRST-OF-ITS-KIND ONLINE  
VIDEO PORTAL -- THWOOP.COM**

**New Online Community Features Videos, Entertainment, Retail and Social  
Networking For Character Enthusiasts of All Ages**

**ERLANGER, KY** - Brand Performance LLC ([www.BrandPerformance.com](http://www.BrandPerformance.com)), an overarching internet brand management and development resource for licensed character products, today announced the launch of Thwoop.com - an online community for featured entertainment content, user-contributed videos, online shopping and social networking. The Thwoop.com site offers a new online destination for character enthusiasts looking to network with one another, review products, get the latest industry news and experience new and existing video content that is not readily accessible on other broadcast or online locations.

Thwoop.com will initially feature unique and sometimes hard to find videos from NCircle Entertainment, including full episodes of Animal Atlas, Hermie & Friends, Hopla, Mighty Machines, Pocoyo, Word World and more. The site is being developed as an e-commerce destination that will allow visitors to not only view new content, but also rate it and then purchase the content directly from various partner sites. The web video channel is a unique combination of video hosting, community engagement, and user-generated content aggregation that is being provided by the Magnify.net Video Solutions platform.

"Thwoop.com offers a perfect opportunity for us to reach consumers in a new and exciting way, and embrace all of the amazing possibilities the web provides for video entertainment and social networking. We are pleased to be working with industry leaders NCircle and Magnify.net on this exciting new endeavor," said Ty Simpson, CEO of Brand Performance. "Our customers already love our brands, and now we can offer them exclusive new content on Thwoop.com that both enhances our brand partners and gives us a new platform to communicate with our

customers. Never before have all of these elements been available in one place, dedicated to character enthusiasts."

"We are honored to be the first video entertainment partner for Thwoop.com," said Debbie Ries, Senior Vice President & General Manager at NCircle Entertainment. "The site offers a great opportunity for us to introduce our branded video content to a whole new audience of character lovers, and provide a seamless 'one-click' solution to easily purchase it online."

"Building Thwoop.com with Brand Performance has been a tremendous experience," said Magnify.net CEO Steven Rosenbaum. "Thwoop looks like the future of children's entertainment, and we're excited to partner with Brand Performance to break new ground."

Brand Performance helps licensors manage their character brand assets on the internet by providing strategic ecommerce, online marketing and fulfillment services. Brand Performance currently operates and manages [www.TysToyBox.com](http://www.TysToyBox.com) and [www.AllAboardToys.com](http://www.AllAboardToys.com), along with official online stores for Thomas the Tank Engine, Curious George, Yo Gabba Gabba, Care Bears and Caillou on behalf of leading licensors such as HIT Entertainment, Cookie Jar Entertainment, Universal, Big Tent Entertainment, and Chorion.

### **About Brand Performance**

Brand Performance ([www.brandperformance.com](http://www.brandperformance.com)) is an online brand development resource for licensed character products. The company acts as a multi-channel e-tailer of licensed character brands, specializing in the creation, management, marketing and fulfillment of comprehensive, dedicated marketplaces that carry the full breadth of officially licensed product available for each brand. Brand Performance is the parent company of TysToyBox.com and AllAboardToys.com, two of the fastest growing character based independent online toy stores.

### **About NCircle Entertainment and Source Interlink**

NCircle Entertainment, a division of Source Interlink Distribution, LLC, licenses, manufactures and distributes family and children's programming and related images for home entertainment and consumer products. Source Interlink Distribution is a subsidiary of [Source Interlink Companies, Inc.](http://SourceInterlinkCompanies.Inc) (NASDAQ: SORC), a \$2.2 Billion media and marketing services company operating in 25 states, is a leading U.S. distributor of home entertainment products and services and one of the largest publishers of magazines and online content for enthusiast audiences. [Source Interlink Media, LLC](http://SourceInterlinkMedia.LLC) publishes over 75 magazines and 90 related web sites. Source Interlink Distribution services tens of thousands of retail store locations throughout North America distributing DVDs, music CDs, magazines, video games, books, and related items. In addition to distributing over 6,000 distinct magazine titles annually, the Company maintains the largest in-stock catalog of CDs and DVDs in the U.S. -- a combined total of more than 260,000 titles. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary

companies and manufacturers of general merchandise.

### **About Magnify.net**

Magnify.net lets publishers immediately deploy a Media 2.0 strategy by enabling them to leverage their best assets and combine them with those curated and uploaded by their community from across the social Web - all in one place, through one easy to deploy video player, uploader, and viewer. It provides a cost-effective and automated service that features and delivers a unique and engaging video mix. The platform currently serves 46,000 web publishers. [www.Magnify.net](http://www.Magnify.net)

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