

Cookie Jar Expands *Magi-Nation* Payment Options With PayByCash™ Pre-Paid Game Cards

“Magi-Nation: Battle for the Moonlands” Pre-Paid Cards to Allow Payment Flexibility for Access to Premium Content in Online Adventure Game

Los Angeles, CA/Charlottesville, VA – Jan. 15, 2008 – Fans of Cookie Jar Entertainment’s online adventure multiplayer role-playing game (RPG) *Magi-Nation: Battle for the Moonlands* will now have more flexibility when experiencing the free-to-play/micropayment game due to a new partnership with PayByCash, which offers the pre-paid Ultimate Game Card™ as well as 70 online payment methods that do not require the use of a credit card.

Cookie Jar Entertainment’s affiliation with PayByCash will allow players to buy pre-paid game cards which will enhance their gaming experience. Players can redeem these pre-paid cards in the Moonlands Shop for items ranging from a Banana Split that causes ones opponent to fall or flip, to a Wand of Garbanzo that gives an opponent a dose of the musical fruit, to a Magic Mirror that sends any curses back to their rightful owner. *Magi-Nation: Battle for the Moonlands* is free-to-play and can be accessed and enjoyed by all with absolutely no cost, however the premium objects bring a whole new level of fun to the gaming experience.

“Cookie Jar is committed to providing a safe, secure and accessible gaming environment for the entire *Magi-Nation* community to enjoy,” said Kenneth Locker, senior vice president of digital media, Cookie Jar. “By consistently creating top quality products, programming, and partnerships we have built up an extremely loyal following with very high standards. The PayByCash relationship is a great example of this, as it will enable additional flexibility and access to the game for fans of all ages.”

“With *Magi-Nation*, Cookie Jar has developed an extremely fun and kid-friendly product and we are thrilled that they choose us to help make the game as convenient for players and adults as possible,” said Kevin Higgins, CEO, PayByCash. “Cookie Jar’s *Magi-Nation* community will benefit greatly from this partnership, as both young players who might not yet have credit cards and adults who prefer not to use them can take full advantage of the online game’s optional micropayment features.”

The *Magi-Nation: Battle for the Moonlands* pre-paid gift cards will be available at retailers across the country when the game goes live in early 2008. For more information on *Magi-Nation: Battle for the Moonlands*, including instructions on signing up for the game's beta period, please visit <http://www.magi-nation.com>.

About Cookie Jar Entertainment

Cookie Jar Entertainment Inc., Cookie Jar Group's entertainment operation, is a leading, global, independent producer, marketing and brand manager of such renowned children's properties as "Spider Riders," "Johnny test," "The Doodlebops," "Caillou" and "Arthur." Combining globally renowned intellectual properties with an industry-recognized management team, Cookie Jar Entertainment Inc. is a market-driven, brand building company that is committed to children first and foremost and is dedicated to the development and production of quality programming that embraces the whole child, with animated and live-action series that entertain, inspire and enlighten children and family audiences worldwide.

About PayByCash (Internet Payment Solutions, Inc.)

Internet Payment Solutions, Inc. ("PayByCash™") provides more than 70 payment methods reaching into all regions of the world, typically with no transaction fee to the merchant. Most payment methods cannot be charged back. One straightforward integration gives merchants all the PayByCash payment options. PayByCash handles all foreign currency acceptance and alternate payment option support.

PayByCash has been empowering non-credit-card customers and the Internet businesses that want to reach those customers since April, 1998. PayByCash bridges the gulf between merchants seeking to take advantage of the Internet's global reach and consumers who want or need to pay without a credit card. Through PayByCash, merchants gain the ability to easily accept an unprecedented and constantly expanding breadth of payment methods. PayByCash is the straightforward way to reach credit constrained customers and those in areas of the world where credit cards are not widely used. For more information visit www.paybycash.com or www.ultimategamecard.com.

Press contact:

Jason Wonacott
Wonacott Communications, LLC
(310) 821-2343
jwonacott@wonacottpr.com

Brook Hefner
Cookie Jar Entertainment
(323) 297-0065
bhefner@thecookiejarcompany.com

Christian DeBaun
Internet Payment Solutions (PayByCash)
(434) 220-2491
cdebaun@paybycash.com