



At EMAK Worldwide, Inc.:

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Take Back EMAK Wins Consent Solicitation; Kleweno, Konig and Sems Elected Directors

Don Kurz is Appointed Chairman of the Board

LOS ANGELES, Feb. 12, 2010 – EMAK Worldwide, Inc. (OTC: EMAK) announced today that on February 9, 2010, Take Back EMAK's written consent campaign to unseat two incumbent directors and seat its three Board nominees was declared valid by the Chancery Court of Delaware. As a result of the declaration, effective immediately the new Board members have been seated.

The Court also declared that the consent solicitation undertaken by Crown EMAK Partners, purporting to amend EMAK's bylaws and reduce the total number of directors to three, was in conflict with Delaware corporate law and therefore invalid.

EMAK's new Board now consists of four common directors, including new members Phillip Kleweno, Michael Konig and Lloyd Sems, and also incumbent Don Kurz, who now serves as Chairman. The Board also includes incumbents Jeffrey S. Deutschman and Jordan Rednor, Board members appointed by Crown Capital. Jim Holbrook, EMAK's CEO, and Jason Ackerman are no longer Board members.

Kleweno is a partner with Bain Corporate Renewal Group of the global business consulting firm Bain & Company, providing integrated, rapid turnaround services for equity owners of financially stressed businesses. He was previously CEO of Teleflora, LLC, a leading Internet-based floral service provider, and President of Princess Cruises, a top cruise line operator that was sold for a large premium to Carnival Cruises.

Konig is Managing Director and co-founder of SMK Venture Partners, LLC, one of South Florida's leading commercial real estate and venture companies. Previously, Konig served as the Vice President of Operations for the Trump Grande Ocean Resort and Residences, where he oversaw all issues concerning the sales team, international sales and brokers, marketing,

public relations, advertising and customer relations. Additionally, Konig is currently one of EMAK's five largest individual stockholders.

Sems brings with him more than 15 years of investment and consulting experience. He began his career in the investment banking group at one of the world's largest banks, and served as Director of Research and Portfolio Manager for small cap investment fund Watchpoint Asset Management. Lloyd founded his own fund in 2003 and continues to invest in and advise companies in turnaround situations. He is an active board member of two other public companies and his Sems Diversified Value fund is a significant stockholder of EMAK.

About EMAK Worldwide, Inc.

EMAK Worldwide, Inc. is the parent company of a family of marketing services agencies including Equity Marketing, Logistix, Neighbor and Upshot. Its agencies are experts in "consumer activation" by offering strategy-based marketing programs that directly impact consumer behavior. The agencies provide strategic planning and research, consumer insight development, entertainment marketing, design and manufacturing of custom promotional products, kids marketing, event marketing, shopper marketing and environmental branding. The Company's blue-chip clients include Kellogg, Kohl's, Kraft, Macy's, Procter & Gamble and Safeway, among others. Headquartered in Los Angeles, EMAK has offices in Chicago and Hong Kong. More information about EMAK Worldwide is available on the Company's website at www.emak.com.

Certain expectations and projections regarding the future performance of EMAK Worldwide, Inc. discussed in this news release are forward-looking and are made under the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These expectations and projections are based on currently available competitive, financial and economic data along with the Company's operating plans and are subject to future events and uncertainties. Management cautions the reader that the following factors, among others, could cause the Company's actual consolidated results of operations and financial position in 2010 and thereafter to differ significantly from those expressed in forward-looking statements: the Company's dependence on a single customer; the significant quarter-to-quarter variability in the Company's revenues and net income; the Company's dependence on the popularity of licensed entertainment properties and the ability to license, develop and market new products; the Company's dependence on foreign manufacturers; the Company's need for additional working capital; the negative results of litigation, governmental proceedings or environmental matters; and the potential negative impact of past or future acquisitions. The Company undertakes no obligation to publicly release the results of any revisions to forward-looking statements, which may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. The risks highlighted herein should not be assumed to be the only items that could affect the future performance of the Company.

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