



**At EMAK Worldwide, Inc.:**

**Media and investor inquiries:**

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## **EMAK Worldwide Announces Changes to its Board of Directors**

**LOS ANGELES, Dec. 14, 2009** – EMak Worldwide, Inc. (OTC: EMak) announced today that its Board of Directors has accepted the resignation of Stephen Robeck as Chairman of the Board. Additionally, Crown Capital, EMak's preferred stockholder, has elected to name Jason Ackerman to serve as an additional appointee to the Board.

Robeck is the founder of EMak and has served as a Director since 1989. He served as Chairman and Co-CEO from 1991 through 1998, and returned as Chairman in February 2005.

"It has been a great pleasure serving on EMak's Board," said Robeck. "Back in 2005, my only motivation in suspending my then-retirement and becoming more actively involved with the Company was, first, to try to help and support the then-CEO, Don Kurz, who had lost the confidence of his Board and senior management team and, second, to do what I could to assist the Board and new management on behalf of all shareholders."

With the removal of Kurz as CEO in 2005, Robeck stepped in as interim CEO. Jim Holbrook was hired as EMak's CEO later that year, at which point Robeck assumed the role of non-executive Chairman.

"I continue to believe that Holbrook and his team have made great strides in returning EMak to profitability, and that the team we have in place is the best one to realize the Company's potential as a growing player in the marketing services industry," said Robeck.

"Stephen's leadership and guidance over the past five years have been invaluable, and we greatly appreciate his unwavering commitment to serving the best interests of EMak and its shareholders," said Holbrook. "Stephen is a gentleman of the highest integrity, and he shares a deep and abiding love for EMak, the company he founded twenty-five years ago. While I will miss his counsel and insights as a Director and Chairman, I am sure his role as a significant private shareholder will continue to benefit the Company and all of its shareholders. I look forward to his ongoing support."

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Ackerman is the Vice Chairman and CFO of FreshDirect, an online grocer serving the New York market, and re-joins EMAK's Board as a Director after having served from 2001 to 2004. Prior to founding FreshDirect in 1999, Ackerman was a Partner of Crown Capital since 1997. Before joining Crown Capital, he was an investment banker with Donaldson Lufkin & Jenrette.

The Board now consists of four common Directors including Holbrook, Howard D. Bland, Donald A. Kurz and Jordan H. Rednor. The Board also includes Jeffrey S. Deutschman and Ackerman, Board members appointed by Crown Capital.

### **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](http://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 2009 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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