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Xbox 360 and *LOONEY TUNES: ACME ARSENAL* Create Adventure At Cool Cuts 4 Kids!

Warner Bros. Interactive Entertainment and CC4K Kick Off Two Months of Looney Action with Promotional Support for the Videogame Release of *LOONEY TUNES: ACME ARSENAL*.

Fort Worth, Texas (November 12, 2007) Cool Cuts 4 Kids partners with Microsoft and Warner Bros. Interactive Entertainment in support of the October release of the highly-anticipated *LOONEY TUNES: ACME ARSENAL*TM videogame for the Xbox 360[®] video game and entertainment system from Microsoft. As promotional partners, Cool Cuts 4 Kids Microsoft and Warner Bros. Interactive Entertainment give kids the opportunity to play the all-new videogame on Xbox 360[®] systems installed in all 69 salons located in 9 states.

Published by Warner Bros. Interactive Entertainment, *LOONEY TUNES: ACME ARSENAL* lets kids tag-team with the Looney Tunes in a family-friendly, pick-up-and-play videogame starring Bugs Bunny, Daffy Duck, the Tasmanian Devil, Marvin the Martian and more. In order to save the Looney Tunes' past, present and future, players take command of an arsenal of hilarious ACME weapons as they chase the Evil Mad Scientist through rich, colorful and exciting environments inspired by the classic cartoons. In addition to an engaging single-player story mode, *LOONEY TUNES: ACME ARSENAL* features two-player cooperative mode so kids can play together for twice the fun.

Henry Rivas, Cool Cuts 4 Kids Director of Merchandising and Promotions states, "We are happy to partner with Microsoft Group and Warner Bros. Interactive Entertainment on the videogame release across all of our salons. We are thrilled that we all have the same vision, which is to have fun! Here at Cool Cuts 4 Kids our motto is fun for kids and easy for you!"

As part of an ongoing partnership, Microsoft and Warner Bros. Interactive Entertainment will continue to provide Cool Cuts 4 Kids with more family-based titles for the Xbox 360[®] system through 2008. *LOONEY TUNES: ACME ARSENAL* kicks the program off this October with more great games to hit salons in January 2008.

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier publisher, licensor and developer of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming.

Leveraging the distribution, marketing and sales infrastructure within Warner Home Video, WBIE is a significant worldwide publisher for both internal and third party game titles.

Cool Cuts 4 Kids is the industry leader in hair salons designed with kids in mind. Combining fun, convenience and a kid-friendly environment, Cool Cuts 4 Kids has 69 salons, located in 9 states nationwide. Cool Cuts 4 Kids offers a full line of national and private brand hair care products especially formulated for kids. Salons feature two entertainment zones, an enclosed play area and a gaming area featuring X Box 360 and Nintendo Game Cube. Cool Movies, Cool Games, Cool Rewards and Cool Haircuts are extras that add to the child's experience. Cool Cuts 4 Kids is fun for kids and easy for you! Visit www.coolcuts4kids.com for more details.

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