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### **MUTUAL OF OMAHA'S WILD KINGDOM ANNOUNCES NEW WEBISODE SERIES *Wild Kingdom* Launches Nationwide Search For Host, New iPhone App**

(OMAHA, Neb. – March 5, 2013) – Mutual of Omaha today announced that a new webisode series of the original wildlife TV show, *Mutual of Omaha's Wild Kingdom*, will premiere on its [Wild Kingdom TV](#) YouTube channel this fall. The announcement kicks off a nationwide search and online vote for a "[Wild Guide](#)" to host the series.

Mutual of Omaha also today unveiled a free, first-of-its-kind mobile adventure iPhone app, [My Wild Kingdom](#), which enables users to add virtual animals to any photo or video and share instantly with friends.

The premiere of the webisode series marks the 50<sup>th</sup> anniversary of *Wild Kingdom*, which first aired on network TV in 1963. The webisodes will feature *Wild Kingdom's* classic blend of entertainment, fun and cutting-edge adventure, redefined for today's generation of viewers. By engaging the public in the selection of a new host and leveraging the latest technology, Mutual of Omaha hopes to introduce *Wild Kingdom* to new generations.

"*Mutual of Omaha's Wild Kingdom* was the first TV show to bring wildlife from the far corners of the world right into America's living room," said original host and world-renowned naturalist [Jim Fowler](#). "The world is much different today than it was when we started, but *Wild Kingdom* webisodes will continue to pioneer adventure and discovery in the natural world."

In addition to winning \$10,000, the "Wild Guide" will lead webisode viewers to discover new insights into the wonders and mysteries of the modern-day wild kingdom. Candidates, who don't have to be wildlife experts, are encouraged to visit [www.wildkingdom.com](http://www.wildkingdom.com) and submit a video explaining why they should be the "Wild Guide." Videos will be accepted through April 24 and finalists will be selected through an online public vote May 10-23.

*My Wild Kingdom* is an innovative, augmented reality app that brings the wildlife experience to any situation by allowing users to add virtual animals to their photos and videos. Hold a giraffe in your hand, put a giant elephant on the freeway or sneak an alligator into your family portrait,

all while choosing from several different adventure story lines. *My Wild Kingdom* is the only app of its kind and is free through the Apple App Store.

*Mutual of Omaha's Wild Kingdom*, which premiered on network television on Jan. 6, 1963, pioneered the format of wildlife TV and remains one of the most loved and respected wildlife programs in TV history. *Wild Kingdom* received 41 major awards including four Emmys and an endorsement by the National Parent Teacher Association (PTA) for television recommended for family viewing. To learn more about *Mutual of Omaha's Wild Kingdom*, visit [www.wildkingdom.com](http://www.wildkingdom.com).

Full episodes available on [Wild Kingdom TV](#)

*Wild Kingdom* on [Facebook](#)

*Wild Kingdom* on [Twitter](#)

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