



**ANGELINA BALLERINA™ DANCES INTO THE SPOTLIGHT
IN HER ALL-NEW FULL LENGTH DIRECT-TO-VIDEO FEATURE
ANGELINA'S PRINCESS DANCE
PIROUETTING INTO STORES ON SEPTEMBER 6TH**

Allen, TX, July 25, 2005 – This September, *Angelina Ballerina* takes center stage in ***Angelina's Princess Dance***, an all-new full length feature on DVD/ VHS fit for royalty from HIT Entertainment. In this direct-to-video release, *The Little Star with Big Dreams* finds herself at the Royal Palace preparing to dance for Queen Seraphina herself.

Angelina's Princess Dance Synopsis

Angelina and her ballet class are putting on a special performance at the Royal Palace, directed by Angelina herself!

When the production isn't going as planned...

Will Angelina pull everything together in time for the show?

Will Queen Seraphina be pleased?

Find out in ***Angelina's Princess Dance*** on DVD/ VHS!

Angelina's Princess Dance Fast Facts:

- Street Date: September 6, 2005
- Pre-book Date: August 9, 2005
- DVD SRP: \$11.99; VHS SRP: \$7.99
- DVD Catalog # 2939; VHS Catalog # 24214
- **DVD Bonus Features** include: Direct Your Own Ballet, Create Your Own Tiara, *Angelina Ballerina* read-along, and more!

Marketing Support

This fall, HIT Entertainment's *Angelina Ballerina* invites the next generation of young girls to join her on center stage as part of an overall campaign, "Dance With Me," that includes a cast of new dance partners, new products and new direct-to-video feature-length special, ***Angelina's Princess Dance***, releasing on DVD/ VHS on September 6. The "Dance With Me" campaign will be promoted with national print advertising in key parenting publications, as well as targeted outreach to aspiring dancers via placement in *Playbill* publications for The Nutcracker performances across the country and strategic partnerships with key dance organizations. *Angelina Ballerina* is the national spokescharacter for National Dance Week™ (April 21 – 30, 2006) and will also appear at select events with the American Ballet Theatre throughout the year. *Angelina Ballerina* can also be found weekly on PBS KIDS®.

Angelina Ballerina's dance card of new partners includes Penguin Young Readers Group as publishing partner, developing a new publishing program that will launch with the release of new titles this fall and a full program in spring 2006. Sababa Toys will also highlight Angelina's act as toy and game partner, launching new plush, playsets, poseable figures and games. This all-star cast will also include Wormser Company, developing a line of sleepwear, Pecoware for housewares, E.S. Originals, Inc. for footwear, accessories and watches, while deals for domestics, including bathroom accessories, bedding and beach towels are currently being finalized. HIT is also looking to round out

the licensing program in 2006 with several other soft goods categories including apparel, dancewear and accessories.

About Angelina Ballerina™

Angelina Ballerina is a little star with big dreams of becoming a prima ballerina. This feisty little mouse works hard to reach her goal and along the way, always learns from her mistakes. When little girls share in Angelina's experiences, they're inspired to go after their big dreams too. In addition to the critically acclaimed story books created by Katharine Holabird and Helen Craig, *Angelina Ballerina* dances her way into the hearts of young girls weekly on PBS KIDS®. For more information about *Angelina Ballerina*, please visit www.angelinaballerina.com.

About HIT Entertainment

Established in 1989, HIT Entertainment (www.hitentertainment.com) is one of the world's leading preschool children's entertainment producers and rights owners of internationally renowned children's brands, such as *Bob the Builder™*, *Barney™*, *Thomas & Friends™*, *Angelina Ballerina™* and *Pingu™*. HIT acts as a representative for *The Wiggles®* in the US, UK, and Canada, and as worldwide representative for The Jim Henson Company's library of classic family brands, including *Fraggle Rock™*. With operations in the US, UK, Canada, and Japan, the company's activities span television production and distribution, home entertainment, consumer products, publishing and live events. HIT is committed to providing enduring entertainment that supports the values of devoted caregivers and empowers young children with a positive approach to life.

To download artwork, please visit www.hitnewsonline.com.

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