



HIT entertainment



For Immediate Release

HIT ENTERTAINMENT AND ABORIGINAL PEOPLES TELEVISION NETWORK PARTNER FOR FIRST TIME TO BROADCAST *THE PINGU SHOW*TM IN CANADA

New York, NY – December 4, 2008 – HIT Entertainment, a leading provider of quality children’s entertainment, and Aboriginal Peoples Television Network (APTN), the first national Aboriginal television network in the world, have partnered to launch *The Pingu Show*TM this fall during the APTN Kids programming block. This is the first time that HIT Entertainment has partnered with the network that reaches approximately 10 million households across Canada.

APTN has committed to airing 74 episodes of *The Pingu Show* in English and French.

The Pingu Show was created by Swiss animators Otmar Gutman and Harald Muecke. The unique and quirky show follows the adventures of a sometimes mischievous and clumsy penguin as he plays and interacts with his family and friends. Pingu lives in the Antarctic and does all of the things one might do as a young penguin – discover vast musical ice caves, play fish tennis, misplace your sister, find a treasure map and periodically enrage most of the local penguin population in one way or another. Exceptionally expressive, Pingu's special 'Penguinese' language is fun and imaginative.

“HIT Entertainment is excited to partner with APTN to broadcast *The Pingu Show* in Canada,” said Andrea Carpenter, Vice President, HIT Entertainment, Canada. “APTN has an excellent reputation for quality programming in Canada, and we are delighted that *The Pingu Show* joins APTN’s line-up of children’s programming. Pingu’s quirky personality and hilarious arctic adventures will certainly appeal to APTN’s core audience.”

“*The Pingu Show* has been a great addition to APTN’s commercial-free kids programming line-up and is sure to be a favorite with our young viewers,” said APTN CEO Jean LaRose. “We are happy to have partnered with HIT Entertainment, Canada to bring this exceptional program to television screens across the country.”

The Pingu Show airs on APTN’s kids’ programming block in English on Wednesdays at 8:00 a.m. and Thursdays at 8:30 a.m. The program airs in French on Sundays and Mondays at 8:00 a.m. For local listings, visit www.aptn.ca.

About Aboriginal Peoples Television Network (APTN)

September 1, 2008 marked the nine-year anniversary of the launch of the first national Aboriginal television network in the world with programming by, for and about Aboriginal Peoples to share with all Canadians and viewers around the world. APTN is available in approximately 10 million Canadian households and commercial establishments with cable, direct-to-home satellite



(DTH), telco-delivered and fixed wireless television service providers. APTN does not receive government funding for operations but generates revenue through subscriber fees, advertising sales and strategic partnerships. APTN broadcasts programming with 56% offered in English, 16% in French and 28% in Aboriginal languages. For program schedule or for more information, please contact APTN at (204) 947-9331 or toll-free at 1-888-278-8862, or visit the website at www.aptn.ca.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as Barney™, Bob the Builder™, Thomas & Friends™, Pingu™, Fireman Sam™, Angelina Ballerina™ and Rainbow Magic™. HIT represents Chapman Entertainment's Fifi and the Flowertots™ and Roary the Racing Car™ in North America and Japan, as well as Wallace & Gromit™, Shaun the Sheep™ and Aardman Classics from Aardman Animations. HIT also acts as a worldwide representative for The Jim Henson Company's library of classic family brands and as representative for The Wiggles® in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.

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