



HIT entertainment

## For Immediate Release

# HIT ENTERTAINMENT AND ALBAVISION PARTNER TO LAUNCH ALL-NEW BRANDED PRESCHOOL TELEVISION BLOCKS ON FREE TV ACROSS LATIN AMERICA

### Deal Marks First Pairing of HIT and Albavision

**New York, NY and Miami, FL – May 26, 2010** – HIT Entertainment, a world-renowned provider of quality children's entertainment, and Albavision, a leading free TV network of television and radio stations across Central and South America, have partnered for the first time to bring a new, HIT-branded preschool television block to free TV in 10 countries across Latin America. The 90-minute block debuted starting in early Spring 2010 in Chile, Guatemala, Paraguay, Costa Rica, and Bolivia; and most recently in Argentina on May 1. Additional blocks will be added in Ecuador, Honduras, Nicaragua and Peru by Summer 2010.

This marks the first time Albavision-affiliated channels have offered a branded block of children's programming, and the first time that HIT's programming has aired on free TV in Bolivia, Chile, Costa Rica, Guatemala, Honduras, Nicaragua, Paraguay and Peru.

The block will feature more than 600 episodes from HIT's award-winning library of favorite preschool shows, such as *Barney & Friends™*, *Thomas & Friends™*, *Bob the Builder™*, *Pingu™* and the new *Angelina Ballerina™ The Next Steps*. Programs will air in Spanish.

The partnership follows on the heels of the first HIT branded block on free TV in Latin America that launched in 2009 on Mexico's TV Azteca. HIT programs have aired in Latin America since 2001, and its broadcast presence on free TV, pay TV and VOD has been steadily growing.

"HIT characters have enjoyed immense popularity in the region, and we are very excited to bring our award-winning programming to even more children in Latin America with such a highly regarded partner as Albavision," said Gabriela Arenas, Senior Vice President, Latin America, HIT Entertainment. "With the success of the block on TV Azteca in Mexico, we anticipate an equally positive reaction to this new block by children and their families."

Artwork and video available upon request.

### **About HIT Entertainment**

HIT Entertainment 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, as well as Wallace & Gromit™, Shaun the Sheep™ and Aardman Classics from Aardman Animations. HIT also acts 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 Sprout<sup>SM</sup>, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

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