



HIT entertainment



For Immediate Release

ANGELINA BALLERINA™ ADDS A NEW PARTNER TO HER DANCE CARD IN THE US WITH TOPSVILLE AS MASTER APPAREL PARTNER

New York, NY – April 27, 2010 – HIT Entertainment, a leading provider of quality children's entertainment, announces that Topsville, Inc., a manufacturer of children's apparel, has been selected as the US master apparel licensee for Angelina Ballerina™. The new apparel line will launch at retail during Fall 2010 and roll out throughout Spring 2011. Designs will be based on the new CG-animated look for Angelina first seen in the television program, *Angelina Ballerina The Next Steps*, which airs on PBS Kids®.

Topsville, Inc. will create and market a complete line of dance wear, tees, apparel sets and coordinated separates designed uniquely for Angelina Ballerina. The designs for girls will capture and complement the fun and creativity of dance and performance that is seen throughout *Angelina Ballerina The Next Steps*.

The launch of Angelina Ballerina apparel follows a recent announcement that Fisher-Price® will be Angelina's master toy licensee with toys to launch exclusively at Target in Fall 2010.

"Topsville has a great design sensibility and understands well what today's fashionable young girls want to wear," said Gary Krakower, Senior Vice President, US Licensing and Live Events, HIT Entertainment. "Girls will feel like a star just like Angelina Ballerina while wearing Topsville's stylish designs, and parents will love the high-quality, trend-right pieces for their daughters."

"Angelina Ballerina is a beloved classic character with a fun, energetic new look that translates well into apparel for young girls" said Jennifer Zivic, Vice President of New Business, Topsville, Inc. "We are excited to partner with HIT Entertainment to bring Angelina Ballerina center stage in apparel and dance wear."

Angelina Ballerina, a beloved publishing property for close to three decades, is a little star with big dreams of becoming a prima ballerina. This feisty little mouse works hard to reach her goals 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. For more information about *Angelina Ballerina*, please visit www.angelinaballerina.com.

About Topsville, Inc.

Topsville, a wholly owned subsidiary of Jaclyn, Inc., is a successful childrenswear manufacturer, designing "on trend" apparel for newborns to size 20. Since 1973, Topsville has been instrumental in the development of many well-known private brands,



manufactured numerous branded items, as well as has been responsible for launching recognized national brands for major retailers including Target, Kmart, Wal-Mart, Sears, JCPenney, and Macy's. Besides the success of the private brands business, Topsville also produces licensed product for many nationally recognized names such as Disney, Thomas & Friends™, Wishes and Kisses and Messages from the Heart.

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™*, *Timmy Time™* 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 SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.

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

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