



## **Sababa Toys is *ON POINT* With Expanded Angelina Ballerina™ Toy and Game Program**

### **New Role-Play Line Set to Dance On to Shelves this Fall**

**New York, NY – February 13, 2006** Sababa Toys is *ON POINT* with an expanded Angelina Ballerina toy and game program. Set to dance onto retail shelves this the fall, this new line debuts along with new plush, figures, and playsets at the International Toy Fair in New York on February 12<sup>th</sup> in Sababa's booth (Javits # 1562).

Building off of a successful '05 launch of its Angelina Ballerina toy and game program, Sababa will continue to focus on dance as the inspiration for all of its products.

"We are thrilled with the success that Angelina had in her debut on retail's center stage in '05," said A. Stone Newman, President/Co-Founder, Sababa Toys. "With the strategic expansion planned for '06, we know her second act will be even stronger. This line is the perfect encore for this property and we're committed to products that are innovative and true to our point of difference: real dance."

Sababa's Angelina Ballerina 2006 toy line will include more than 15 new skus. For spring, Sababa introduces Angelina Ballerina's **Learn to Dance with Me**, featuring an instructional DVD taught by a real ballerina, leotard, tutu, ballet slippers and a tiara; and **Ballet Plates**, the creative activity that allows little girls to mix and match Angelina designs. New **Learn to Dance 9" posable soft dolls**; and new **Dance with Me figures**, compatible with all Angelina Ballerina playsets, will be released in both spring and fall. Also in fall, Sababa will offer a 14" posable feature plush, **Talk & Twinkle Angelina**, which includes four dance inspired phrases and a light-up tiara.

Founded in 2000, SABABA TOYS is a trendy, high-energy Manhattan-based merchandizing company. With the slogan, "For the Coolest Kids Stuff," it is known for licensed UNO®, Etch A Sketch®, Magic 8 Ball®, Othello, Toss Across, and Rubik's Cube, as well as Plush, Vinyl Figures, Novelty Items and Games.

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*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® and PBS KIDS Sprout. For more information about *Angelina Ballerina*, please visit [www.angelinaballerina.com](http://www.angelinaballerina.com).

**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 internationally renowned children's properties, such as *Bob the Builder*™, *Barney*™, *Thomas & Friends*™ and *Angelina Ballerina*™. Launched in 1989, HIT's lines of business span television and video production (including studios in the US and the UK), publishing, consumer products licensing and live events. With a catalog of more than 1,000 hours of young children's programming, HIT sells its shows to over 200 territories globally and has operations in the UK, US, Japan and Canada. In 2005, the Company joined Comcast Corporation, PBS and Sesame Workshop to launch PBS KIDS Sprout, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

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