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For Immediate Release

**Join Everyone's Favorite Purple Dinosaur and His Newest
Friend Riff in the All-New DVD**

Barney: Hi! I'm Riff!

**Available May 6, 2008 from
Twentieth Century Fox Home Entertainment and HIT Entertainment**

Los Angeles/New York (Feb. XX, 2008) – Nothing beats being part of a club with your best friends! Barney and his friends sure know the feeling and invite children everywhere to join in on the fun in ***Hi, I'm Riff!***, the latest title featuring everyone's favorite purple dinosaur, available May 6, 2008 from Twentieth Century Fox Home Entertainment and HIT Entertainment.

Barney's newest friend Riff is the first new dino to join *Barney & Friends™* in 13 years. He is a 6-year old Hadrosaur and a one-of-a-kind kid! Riff is BJ and Baby Bop's cousin, and he is all about music – music is in his voice, his heart and his every move! Riff also loves hanging out with his friends. Reveling in the time he spends with his pals, Riff decides to start a new club and invites everyone to join. It's going to take lots of ideas – and some fun singing and dancing, of course – to decide what kind of club is right for everyone.

***Hi! I'm Riff* Fast Facts:**

- Street date: May 6, 2008
- Pre-Book: April 9, 2008
- DVD SRP: \$14.98/ \$15.98 Canada
- DVD R/T: 55 minutes

***Hi! I'm Riff* Synopsis:**

Should Riff start a Bird-Watching Club? He did have lots of fun watching new ducklings hatch ("Do What the Duckies Do"). Or should it be a Baseball Club like the one his pal BJ suggested? Even though the sport is not his forte, he still has fun playing with everyone ("Best Friends is What We'll Be"). What about Baby Bop's idea of a Dancing Club? After all, no one can resist doing the "Baby Bop Hop" or the electrifying energy of the Kenyan performance troupe that comes to dance up a

storm on a visit to the playground (just try and stop the kids from sitting this one out, Mom and Dad!).

Considering Barney's Imagination Club ("Hey, Look at Me, I Can Fly!") and his own enthusiastic interest in inventing and music ("You Can Make Music With Anything"), Riff ultimately forms The Best Friends Club, where everyone can do all these different things and more and most importantly, do them together and have a Dino-mite time!

About Barney™

As a helping hand for growing children, *Barney* (along with special pals Baby Bop™, BJ™ and Riff™) helps parents give their children the range of skills they need to grow – and he always does it with lots of fun, music and laughs. *Barney & Friends™* episodes are always filled with Sharing, Caring, Imagining, Dancing and Learning and can be seen on PBS KIDS® and PBS KIDS Sprout™. For more information about Barney and all his friends, please visit www.barney.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 properties, such as *Barney™*, *Bob the Builder™*, *Thomas & Friends™*, *Pingu™*, *Fireman Sam™*, *Angelina Ballerina™* and *Rainbow Magic™*. HIT represents *Fifi and the Flowertots™* in North America and Japan and 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. HIT also owns the Guinness World Records™ publishing and television property. 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 catalogue of more than 1,000 hours of young children's programming, HIT sells its shows to more than 240 countries worldwide, in more than 40 different languages and has operations in the UK, US, Canada, Hong Kong and Japan. 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. In 2007, HIT and Chellomedia, the European content division of Liberty Global, Inc and its subsidiary ChelloZone, announced a joint venture to launch and distribute JimJam, an international preschool TV channel (excludes the US, UK and China). For more information, visit www.hitentertainment.com and www.hitshopusa.com.

About Twentieth Century Fox Home Entertainment

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC (TCFHE) is the worldwide marketing, sales and distribution company for all Fox film and television programming on VHS, DVD and Blu-ray Disc (BD) as well as acquisitions and original productions. The company also releases all products around the globe for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets -- from mass merchants and warehouse clubs to specialty stores and e-commerce - throughout the world. Twentieth Century Fox Home Entertainment LLC is a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company.

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