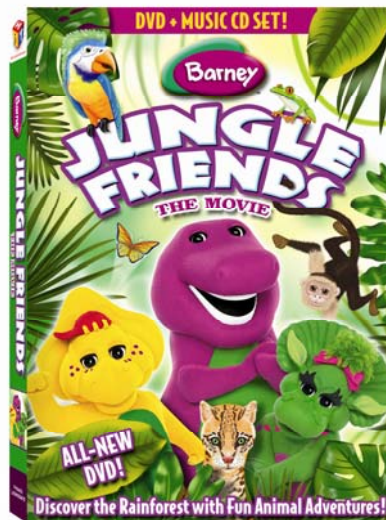




HIT entertainment

LIONSGATE®

**It's A Jungle Of Fun And Learning
With Barney & Friends™ In An All-New DVD Movie
Barney™: Jungle Friends
DVD And Music CD Set Roars Into Stores
September 15, 2009 From Lionsgate And HIT Entertainment**



**Street Date: 9/15/09
Order Date: 8/19/09
DVD SRP: \$16.98 w/CD**

PROGRAM DESCRIPTION

Come along with Barney & Friends™ for rainforest discoveries and fun animal adventures in the all-new movie *Barney™: Jungle Friends* roaring onto DVD September 15, 2009 from Lionsgate and HIT Entertainment. This fully-loaded DVD special also includes a free music CD for a suggested retail price of only \$16.98.

Trusted by moms and adored by children, Barney displays sharing, caring, imagining, dancing and learning on television, online and through live events, home entertainment and publishing. The Emmy award-winning series, *Barney & Friends* changed the face of children's programming when it first launched and continues to be one of the top-rated preschool shows today, airing on PBS KIDS® and PBS KIDS SproutSM. In preschool home entertainment, the Barney brand continues to be a favorite, ranking as a top-5 preschool DVD brand overall, doubling its ranking from last year!

DVD SYNOPSIS

Grab your safari hat and get ready for a one-of-a-kind musical jungle adventure! Join your best friends Barney, BJ and Baby Bop as they laugh, dance and sing through an enchanted rainforest and learn about all of the amazing plants, animals and insects that call the rainforest their home. Watch and learn as the kids play with monkeys, collect butterflies and search for the legendary Higgledy Piggledy Pear Tree in this super-dee-duper tale of friendship and fun!

MARKETING SUPPORT

The ***Barney: Jungle Friends*** DVD national advertising campaign is slated to deliver over 400 MM impressions, including TV, print and online media targeted specifically to moms with children ages 2-5. This is the first time that a Barney DVD has been advertised on TV in over 7 years. This campaign will deliver 92.5% more impressions than last September's top selling DVD, *The Best of Barney*. A special PBS television airing prior to street date and customized ***Barney: Jungle Friends*** TV spots are included in this aggressive campaign.

DVD SPECIAL FEATURES

- *Barney's Animated Safari Match Game*: Barney explores the jungle and tells the kids about various birds and animals
- Earth-Friendly Fun Activities:
 - *Let's Make Animal Puppets*: Barney shows kids how to create animal puppets using brown paper bags and other household items
 - *Grow Your Own Garden*: Barney shows the kids how to plant their own gardens using egg cartons, paint and seeds

PROGRAM INFORMATION

Year of Production: 2009

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Type: Home Entertainment Premiere

Rating: NR

Genre: Children/Family

Age Target: 2-5 years old

Subtitles: English

Closed Captioned: English Closed Captioned

Format: Full Screen

Feature Running Time: Approximately 50 Minutes

DVD Audio Status: English and Spanish 2.0 Dolby Digital

Program Website: www.barney.com

To download art, visit www.lionsgatepublicity.com or www.hitnewsonline.com

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