



**HIT entertainment**

## **ABOUT HIT**

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™* and *Roary The Racing Car™* 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 1,400 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 SproutSM, a 24-hour digital cable channel and VOD service for preschoolers. In 2006, HIT Entertainment launched HIT Toy Company to design, manufacture and distribute toys in North America.

For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).