



HiT entertainment

For Immediate Release

HIT ENTERTAINMENT'S POPULAR DVDS FEATURING *BARNEY™*, *THOMAS & FRIENDS™* AND *BOB THE BUILDER™* RECEIVE HONORS FROM PRESTIGIOUS ORGANIZATIONS

New York, NY -- April 17, 2008 -- Prestigious organizations such as the Parents' Choice Foundation, The Dove Foundation, Parent to Parent and thetoymanonline.com recently honored DVDs from HIT Entertainment for quality in children's programming. Preschool favorites *Barney*, *Thomas & Friends*, and *Bob the Builder* received the following honors:

2008 Parent's Choice Approved:

Barney: Celebrating Around the World

Thomas & Friends: Engines and Escapades

2008 Parents' Choice Recommended:

Bob the Builder: On Site Roads & Bridges

Dove Foundation Seal of Approval:

Barney: Celebrating Around the World

Barney: Hi! I'm Riff!

Bob the Builder: On Site Roads & Bridges

Bob the Builder: The Three Musketruks

Thomas & Friends: Engines and Escapades

Parent to Parent Adding Wisdom Award:

Barney: Celebrating Around the World

Bob the Builder: On Site Roads & Bridges

HIT Favorites: Springtime Fun!

Thetoymanonline.com Seal of Approval

Barney: Celebrating Around the World

Thetoymanonline.com Award of Excellence

Barney: Celebrating the World



Each of these popular brands entertains children with timeless tales about friendship, cooperation, imagination and the value of a job well-done. Barney, Bob the Builder and Thomas the Tank Engine™ are all great friends for life's early lessons and help encourage children to actively explore their ever-widening world.

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 Chapman Entertainment's *Fifi and the Flowertots™* and *Roary the Racing Car™* in North America and Japan, as well as *Wallace & Gromit™*, *Shaun the Sheep™* and Aardman Classics from Aardman Animations. HIT also 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. 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.

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To download artwork, please visit www.hitnewsonline.com

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