



**It's Tee-Riffic Fun With Everyone's Favorite Purple Dinosaur As  
HIT Entertainment & Twentieth Century Fox Home Entertainment Release  
The All-New**

## ***"BARNEY™ DINO-RIFFIC COLLECTION"***

**Box Set Features Three Popular Catalog Titles *Barney – Let's Go To The Farm, Just Imagine & Musical Scrapbook*, Will Be Supported By *Dino-mite* Marketing Campaign**

**LOS ANGELES / NEW YORK, NY – July 1, 2006** – This fall, preschoolers everywhere can join the fun and use their imagination with everyone's favorite purple dinosaur, as HIT Entertainment and Twentieth Century Fox Home Entertainment release the all-new ***Barney Dino-riffic Collection***. This 3-DVD box set will come in exclusive collectable packaging and features three popular catalog titles, including *Let's Go To The Farm*, *Just Imagine* and *Musical Scrapbook*. Available on DVD on October 17<sup>th</sup> for the suggested retail price of \$29.98, the ***Barney Dino-riffic Collection*** is a perfect addition to any preschooler's collection.

The release of the ***Barney Dino-riffic Collection*** will be supported by a highly targeted national marketing campaign designed to build awareness among the core audience of boys and girls ages 1-5. The innovative marketing program includes an integrated digital media campaign and grassroots outreach.

### ***Barney Dino-riffic Collection Fast Facts:***

- Street Date: October 17, 2006
- Pre-book Date: September 20, 2006
- DVD SRP: \$29.98
- Giftset Running Time: 160 Minutes
- **DVD Bonus Features** include: Barney's Jukebox, Count with Barney, Peek-A-Boo Matching Game, DVD-ROM Fun

This fall marks a landmark period in the Barney brand, as Barney, BJ and Baby Bop introduce the first new dino friend in 13 years: Riff! A six-year old Hadrosaur who's all about music, Riff debuts across key Barney platforms in September 2006, including the new season of *Barney & Friends* on PBS KIDS®, the direct-to-DVD release *Barney: Let's Make Music*, [www.barney.com](http://www.barney.com) and *Barney LIVE! The Let's Go Tour*.

### **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](http://www.barney.com)

### **About HIT Entertainment**

HIT Entertainment, owned by private equity investment group Apax Partners since June 2005, 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*, *Pingu™*, *Rubbadubbers™* and *Angelina Ballerina™*. HIT acts as a representative for The Wiggles® in the UK, US and [Canada and as worldwide representative for The Jim Henson Company's library of classic family brands, including \*Fraggle Rock™\*](#). HIT also owns the Guinness World Records™ publishing and television property and *Fireman Sam™*, a joint venture with S4C. 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 over 1,000 hours of young children's programming, HIT sells its shows to over 240 countries worldwide, in more than 40 different languages 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).

### **About Twentieth Century Fox Home Entertainment**

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC is the worldwide marketing, sales and distribution company for all Fox film and television programming on VHS and DVD as well as video acquisitions and original productions. Each year the Company 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.

### **FOR FURTHER INFORMATION CONTACT:**

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