



HIT entertainment

For Immediate Release

HIT ENTERTAINMENT APPOINTS GARY KRAKOWER AS SENIOR VICE PRESIDENT, BUSINESS DEVELOPMENT

NEW YORK – November 16, 2007 – HIT Entertainment Limited ("HIT" or the "Company") announces today the appointment of former Twentieth Century Fox Vice President Gary Krakower as its new Senior Vice President, Business Development for North America. Based in HIT's New York office, Gary, whose appointment is with immediate effect, will be focusing his attention on the growth area of live events, theme parks and attractions.

Gary has some 18 years of experience in business development and his recent experience includes a nine year period at Twentieth Century Fox, latterly as Vice President, International Licensing and Merchandising.

Peter Byrne, EVP, Worldwide Consumer Products commented on the appointment: "We have a first class team here at HIT Entertainment and Gary's appointment adds yet another dimension and strength. Gary brings years of experience to the team and his role in driving our live events and theme parks and attractions business in North America will be pivotal."

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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 SproutSM, a 24-hour digital cable channel and VOD service for preschoolers. For more information, please visit www.hitentertainment.com.

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