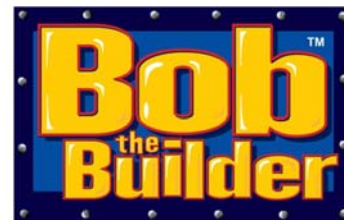




HIT entertainment



**For Immediate Release**

## **HIT ENTERTAINMENT PARTNERS WITH LEADING PRODUCERS TO BRING TOURING STAGE SHOWS FOR *THOMAS & FRIENDS*<sup>™</sup> AND *BOB THE BUILDER*<sup>™</sup> TO THE US IN 2009**

**AEG/ThemeSTAR to Launch *Thomas & Friends Live! On Stage: A Circus Comes To Town*, Thomas & Friends' Second Worldwide Touring Musical Stage Show**

**Magic Arts & Entertainment to Unveil *Bob the Builder Live! Spud's Big Mess*, Bob the Builder's First Stage Show in the US in Five Years**

**New York, NY – October 14, 2008** – HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners, has reached agreements with two leading stage show producers, AEG ThemeSTAR and I.P. Live, to bring touring stage shows for its wildly popular brands, *Thomas & Friends* and *Bob the Builder*, to the US starting in January 2009.

"Family shows deliver a whole new dimension to a child's relationship with their favorite character," said Gary Krakower, Senior Vice President, US Licensing and Live Events, HIT Entertainment. "We are fortunate to be able to work with such respected companies to deliver this unforgettable – and many times *first* – stage show experience to children in the US for two such beloved brands: *Thomas & Friends* and *Bob the Builder*."

AEG ThemeSTAR, the world-renowned producer and presenter of family entertainment, will produce ***Thomas & Friends Live! On Stage: A Circus Comes To Town***, an all-new worldwide touring stage show for *Thomas & Friends*. Following the successful 2007 tour of *Thomas & Friends Live! On Stage: Thomas Saves the Day*, this original musical production sees Thomas and his engine friends prepare for the arrival of a circus to the Island of Sodor. When Thomas makes a big mistake, he must work to prove he's a really useful engine once again. With audience singalongs, high energy dancing and thrilling adventures along the way, Percy, James, Gordon, Thomas and others welcome a colorful cast of circus performers in a delightfully engaging story that demonstrates the importance of friendship and cooperation. This live show will kick off in California in January and will travel to more than 50 cities through August, including April and June stops in the New York metropolitan area.

Schedules and ticket information for *Thomas and Friends Live! On Stage: A Circus Comes to Town* will be available starting in November via [www.thomasandfriends.com](http://www.thomasandfriends.com).



In partnership with I.P. Live and presented by Magic Arts & Entertainment, a subsidiary of Tix Corporation (Nasdaq: TIXC), HIT will present ***Bob the Builder Live! Spud's Big Mess*** to thousands of budding builders and their families. The singing, dancing, building extravaganza – Bob's first touring stage show in the US in 5 years – is set to debut in Pennsylvania in January, and will travel to more than 70 cities nationwide through June.

In this production, Bob the Builder and his team embark on a brand new adventure as they begin work on the first-ever Recycling Center and Wind Farm in Sunflower Valley. Soon key items and members of Bob's team start to disappear and monster surprises are revealed ... Who is responsible for this big mess? Can the team deal with Spud's antics and pull together to get the job done? Can Bob fix it? Yes he can!

Schedules and ticket information for *Bob the Builder Live! Spud's Big Mess* will be available starting in November via [www.BobtheBuilder.com](http://www.BobtheBuilder.com).

#### **About Thomas & Friends™**

*Thomas & Friends* invites children to enter a world of imagination through the tracks of a train and the words of a story. *Thomas the Tank Engine* was created by a father for his son more than 60 years ago. Today, families in more than 145 countries enjoy fun and adventure with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation. For more information about the world of *Thomas the Tank Engine* and his friends, please visit [www.thomasandfriends.com](http://www.thomasandfriends.com).

#### **About Bob the Builder™**

*Bob the Builder* and his machine team are ready to tackle any project. As they hammer out the solutions that lead to a job well done, Bob and the Can-Do Crew demonstrate the power of positive-thinking, problem-solving, teamwork and follow-through. Most importantly, from start to finish, the team always shows that *The Fun Is In Getting It Done!* *Bob the Builder* can be seen building, digging and hauling on PBS KIDS® and PBS KIDS Sprout™. Episodes are also available for download through iTunes. For more information about *Bob the Builder* and the Can-Do Crew please visit [www.bobthebuilder.com](http://www.bobthebuilder.com).

#### **About AEG/ThemeSTAR**

AEG ThemeSTAR is a world-renowned producer and presenter of family entertainment, currently touring productions in seven languages in over 40 countries. The company produces and tours theatrical and arena productions for the global marketplace. Their customers are promoters, venues and presenters interested in driving traffic and increasing revenues through the use of cost-effective entertainment and educational properties. The company also assists intellectual property owners who are seeking to broaden and extend product lines into international markets. AEG ThemeSTAR utilizes its global sales network and proven expertise in turnkey management, operation and marketing of live attractions to deliver quality programs for each of their clients. The AEG ThemeSTAR team is recognized for its entrepreneurial innovation and its operational effectiveness working with major brands including Warner Bros., Nickelodeon, HIT Entertainment, Mattel, Universal Studios, Disney, Viacom, Cirque Du Soleil, Sesame Street, Ringling Bros., FIFA, Sydney 2000 Olympic Games, the NFL and more. For more information, go to [aegthemestar.com](http://aegthemestar.com).

#### **About Magic Arts & Entertainment**

Magic Arts & Entertainment, headed by Lee Marshall and Joe Marsh, is one of the foremost tour producing companies in the United States. In addition to Mannheim Steamroller, the company is also currently producing the North American tours of "Michael Flatley's Lord of the Dance," "The Magic of David Copperfield," "Jesus Christ Superstar" starring Ted Neeley, and "Rain, A Tribute to The Beatles." They are also producing the upcoming tours of "Bob The Builder Live" and "101 Dalmatians! The Musical!" As former owners of Magicworks Entertainment, Marshall and Marsh produced and promoted some of the world's most successful concerts, theatricals and family shows. For more information, please visit [www.magicentertainment.tv](http://www.magicentertainment.tv).

#### **About TIX Corporation**

Tix Corporation is an integrated entertainment organization offering ticketing services, event merchandising and concert and theatrical productions. It currently operates five prime locations in Las Vegas under the Tix4Tonight marquee - offering up to a 50 percent discount for same-day shows, concerts, attractions and sporting events. It also offers discount golf and dining through its sales locations in Las Vegas. The company sells premium tickets to concerts, theater and sporting events throughout the United States. Its Exhibit Merchandising operation is engaged in branding, product merchandise development and sales activities related to museum exhibitions and other events -- including the King Tutankhamen and

Real Pirates tours, selling themed souvenir memorabilia and collector's items in specialty stores in conjunction with the specific events and venues. The company's newest division, Tix Productions is dedicated to concert and live theatrical promotion and production of events throughout the United States, Canada and Europe.

Except for the historical information contained herein, certain matters discussed in this press release are forward-looking statements which involve risks and uncertainties. These forward-looking statements are based on expectations and assumptions as of the date of this press release and are subject to numerous risks and uncertainties, which could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties are discussed in the company's various filings with the Securities and Exchange Commission.

### **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*<sup>™</sup>, *Bob the Builder*<sup>™</sup>, *Thomas & Friends*<sup>™</sup>, *Pingu*<sup>™</sup>, *Fireman Sam*<sup>™</sup>, *Angelina Ballerina*<sup>™</sup> and *Rainbow Magic*<sup>™</sup>. HIT represents Chapman Entertainment's *Fifi and the Flowertots*<sup>™</sup> and *Roary the Racing Car*<sup>™</sup> in North America and Japan, as well as *Wallace & Gromit*<sup>™</sup>, *Shaun the Sheep*<sup>™</sup>, *Timmy Time*<sup>™</sup> 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*<sup>®</sup> 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 Sprout<sup>SM</sup>, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

To download artwork, please visit [www.hitnewsonline.com](http://www.hitnewsonline.com).

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