



HIT entertainment

For Immediate Release

HIT ENTERTAINMENT NAMES JAVIER GARCIA BOURGOING REPRESENTATIVE FOR LATIN AMERICA TV DISTRIBUTION

NEW YORK, NY – October 5, 2009 – HIT Entertainment, one of the world's leading independent producers and rights owners of children's entertainment, has appointed Javier Garcia Bourgoing as representative for television distribution for Latin America and US Hispanic for HIT's portfolio of classic preschool brands, including *Angelina Ballerina*[™], *Barney*[™], *Bob the Builder*[™] and *Thomas & Friends*[™]. Mr. Bourgoing is based in Miami, and he will report to Pam Westman, Executive Vice President, Consumer Products, The Americas, and Alison Homewood, Executive Vice President, Worldwide TV Distribution.

Mr. Bourgoing has more than 31 years of experience in broadcast sales and advertising. He has served as General Manager of Media Access/All TV in Mexico and Miami, FL since 2002, responsible for establishing international partnerships and representation in Ad/Affiliate Slates and Public Relations throughout Latin America. At Media Access, he established long-term business relationships with major broadcasters and entertainment companies including The Weather Channel, TV Azteca and Televisa Networks, and with top advertisers like Colgate, Coca Cola, General Motors, and Nestle. Mr. Bourgoing played an instrumental role in strengthening the partnership between HIT Entertainment and TV Azteca in Mexico that launched "Niños Siete", the all-new HIT-branded and hosted preschool television block for young children.

Throughout the span of his career, Mr. Bourgoing has served as Ad Sales Director at the Hallmark Channel, and prior to that, he was Sales Director of the Television Group at Imagen and Ad Sales Director at TV Azteca. He has also served as Account Director at FCB, the international advertising agency, as well as other international advertising agencies in Mexico City.

"With the increasing popularity of HIT programs and characters in Latin America, we are pleased to welcome an experienced veteran like Javier Bourgoing," said Homewood. "Javier knows the Latin America market well, and he will ensure that HIT's quickly growing broadcast presence in the region is well represented."

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*[™], *Timmy Time*[™] and Aardman Classics from Aardman Animations. HIT also acts 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.

To download artwork, please visit www.hitnewsonline.com.

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