



HIT entertainment



For Immediate Release

HIT ENTERTAINMENT PARTNERS WITH SPROUT® TO LAUNCH ALL NEW "LET'S GROW" DVD LINE

***Preschool Television Channel Sprout Makes Retail Market Debut in January 2010 with New
HIT/Sprout Co-Branded DVD Line Focusing on Life Skills and Lessons for Preschoolers***

NEW YORK, NY – December 3, 2009 – HIT Entertainment, a leading provider of quality children's entertainment, is partnering with Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, to launch a new DVD line for preschoolers and their parents. The all-new series, titled "Let's Grow," focuses on life skills and lessons for preschoolers and features the most trusted preschool characters from HIT Entertainment and Sprout. Lionsgate Home Entertainment, longtime distributor for HIT's home entertainment, will release the first DVD of the series on January 12, 2010, with the next title scheduled for a second quarter 2010 date.

Each DVD in the "Let's Grow" series is uniquely themed and the content will focus on different areas like safety, expressing feelings, manners and other preschool topics. The "Let's Grow" series contains episodes from HIT Entertainment's library of programs including *Barney™*, *Bob the Builder™*, *Thomas & Friends™* and many more. The episodes are woven together by live action segments featuring hosts from Sprout's original *Sunny Side Up Show*, along with their puppet friend Chica the Chicken. Together they introduce the episodes, make crafts and play educational games themed to each DVD release.

A printed Parent Resource Guide will accompany each DVD and include additional information, such as tips, discussion starters and websites tied to the DVD's theme. Content for the guide was provided by educators, as well as experts from KidsHealth, the largest online resource of children's health and developmental information.

The first DVD in the series, "Lend a Helping Hand" addresses helping friends and family and taking care of the community. Hosts Kelly and Chica introduce each themed episode and demonstrate how kids can be helping hands through fun activities like creating and using a recycling bin and cleaning up after themselves.

"We are thrilled to join with our broadcast partner, Sprout, to launch this new DVD line," said Jeff Deverett, Senior Vice President, Home Entertainment, HIT Entertainment North America. "With HIT's vast library of programming and Sprout's interactive and creative format, it is natural for us to come together for this uniquely themed DVD line for preschoolers. We are proud of this new series that is sure to entertain children and help parents by reinforcing lessons taught at home."



"Sprout is so excited to be making its retail market debut with this new DVD series for preschoolers and parents," said Tom Alexander, Sr. VP of Marketing, Sprout. "At Sprout, we believe in inspiring interaction between parents and kids, and this DVD series perfectly captures the spirit of our network with its unique live-action segments featuring Sprout's own talent and beloved preschool favorites like Barney and Bob the Builder."

About Sprout®

PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, Sprout has become the #1 On Demand service for younger children, generating over half a billion views. The 24-hour digital channel, which launched in September 2005 along with the website (SproutOnline.com), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 48 million unique households.

The network's program lineup of gold-standard, curriculum-based children's shows includes: *Sesame Street®*, *Bob the Builder™*, *Barney & Friends™*, *The Wiggles®*, *Thomas & Friends™*, *Angelina Ballerina™*, *Caillou®*, *The Berenstain Bears™*, *Dragon Tales™*, *Make Way For Noddy™*, *Fireman Sam™*, *Fifi and the Flowertots™* and more.

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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