



HIT entertainment

DISTRIBUTION DEALS SEND ANGELINA BALLERINA™ DANCING ACROSS THE GLOBE.

LONDON, UK – 05 OCTOBER 2009 – HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners announces key worldwide distribution deals for **Angelina Ballerina – The Next Steps™**.

With a brand new CG look, Angelina Ballerina - The Next Steps has proved so popular that in addition to coproductions in the UK (Nick Jr) and the US (WNET), pre-sales have been confirmed with fourteen major international broadcasters. These include ABC (Australia), Treehouse (Canada), France 5, DKLA (Latin America), Zeppelin NOS (Holland), YLE (Finland), Momo (Taiwan), and DR (Denmark).

Alison Homewood Executive Vice President for Worldwide Programming Distribution at HIT Entertainment commented: "We are incredibly excited to be bringing the beautiful new Angelina to MIPCOM. To have so many pre-sales in place before the show even delivered is a testament to the vibrant, rich world that HIT and SD Entertainment have created. Children everywhere are going to want to go to Camembert Academy!"

Angelina Ballerina - The Next Steps sees the popular mouse move into the world of CG for the first time with 80x12m episodes. The new animation style allows characters to move with more fluidity and showcase new dance techniques including modern, jazz, tap and contemporary.

Angelina Ballerina first appeared in 1983 in books created by Katharine Holabird and Helen Craig. Over six million copies have been sold worldwide with 3.5 million sales in the UK alone. Her global appeal has seen them translated into nineteen different languages.

FOR FURTHER INFORMATION CONTACT:

Sam Hodges \ HIT Entertainment PR – UK
shodges@hitentertainment.com
0044 207 554 2566

Notes to Editors

The full list of countries is as follows: Netherlands, Denmark, Finland, Bosnia and Herzegovina, Estonia, Cyprus, Serbia and Montenegro, Israel, Taiwan, Canada, Australia, Ireland, France, Latin America

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.

