



HIT entertainment

For Immediate Release

HIT ENTERTAINMENT LAUNCHES AN ALL NEW *RAINBOW MAGIC*[™] WEBSITE BASED ON THE WILDLY POPULAR BOOK SERIES

TOY FAIR -- NEW YORK, NY – February 18, 2008 – HIT Entertainment, one of the world's leading children's entertainment producers and rights owners, debuts an all-new virtual world based upon its recently acquired girls' publishing property, *Rainbow Magic*. The *Rainbow Magic* website, www.rainbowmagiconline.com, launches in February of 2008 in conjunction with Scholastic's release of *Lucy the Diamond Fairy*, the 7th story in the best-selling *Rainbow Magic: Jewel Fairy* book series.

The all-new website will feature games and activities for girls 5 to 9, such as puzzles, word searches, spot-the-differences, crosswords, connect-the-dots, coloring pages and printable crafts, including make-your-own door hangers.

Beyond the games and activities, the new site will highlight all 30 fairies from the popular book series and will provide excerpts from each of the books. Girls will also have the opportunity to create their own fairies on www.rainbowmagiconline.com, with a fairy-maker that includes hair color, hairstyle, skin tone, clothing, wings, jewelry, and footwear.

"The *Rainbow Magic* website was created to bring the beloved book series to life and provide young readers an exciting and interactive experience for this brand," said Natasha Fishman, Vice President, Brand & Retail Marketing, HIT Entertainment. "We are thrilled to give fans what they've been clamoring for and add a new dimension to the world of *Rainbow Magic*."

Introduced in the UK in 2003 and aimed primarily at girls 5-9 years-old, *Rainbow Magic* is a collection of more than 60 books that follows the magical adventures of Kirsty and Rachel and their interactions with fairies and other creatures in *Fairyland*. Kirsty and Rachel empower girls to "Unlock the Magic Within" as they work with the fairies and demonstrate that the power of good always wins. An international publishing phenomenon, *Rainbow Magic* has sold 15 million copies in more than 20 languages worldwide. The series of books are highly collectible and are featured regularly on children's bestseller lists. In the US, *Jewel Fairies #1: India the Moonstone Fairy* debuted at #7 on the *New York Times* children's paperback Bestseller List.

Building on the successful US publication of the *Rainbow Fairies*, *Weather Fairies* and *Jewel Fairies*, Scholastic will launch the fourth book series, the *Pet Fairies* in March 2008, which will be available at bookstores nationwide.

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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 1,500 hours of young children's programming, HIT sells its shows to more than 240 countries worldwide, in more than 45 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. In 2007, HIT and Chellomedia, the European content division of Liberty Global, Inc and its subsidiary ChelloZone, announced a joint venture to launch and distribute JimJam, an international preschool TV channel (excludes the US, UK and China). For more information, visit www.hitentertainment.com.

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

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