



HIT entertainment



**For Immediate Release**

## **HIT EXPANDS ITS PRESENCE IN COLOMBIA THROUGH NEW DEALS WITH SEÑAL TV FOR *BARNEY & FRIENDS*<sup>™</sup> AND *THOMAS & FRIENDS*<sup>™</sup>**

**New York, NY – September 3, 2008** - HIT Entertainment, a leading provider of quality preschool entertainment, and Señal Colombia, a free Colombian national television channel, have inked a deal to air 60 new episodes of *Barney & Friends*, bringing Señal's total license to more than 100 episodes of the award-winning series, and 39 episodes of *Thomas & Friends*. This deal further expands HIT Entertainment's presence in Colombia, and further exemplifies the popularity of the world's most-loved purple dinosaur, Barney<sup>™</sup>, with children in Colombia.

Señal will air half-hour episodes of *Barney & Friends* twice a day, Monday through Friday, allowing for prime viewership. Señal Colombia has also renewed 39 episodes of *Thomas & Friends*.

"Señal's significant commitment to HIT's properties, *Barney & Friends* and *Thomas & Friends*, is a testimony to the continued popularity of the characters in this region," said Rodrigo Piza, Vice President Television Canada, US Hispanic and Latin America for HIT Entertainment. "We have maintained a strong partnership with Señal, and we are excited to continue to grow HIT's presence in Colombia."

Barney is a favorite character in Colombia, with a vast consumer products program available, in categories ranging from toys to home entertainment and publishing, to apparel and home goods. Some of the new Barney products available in the Colombian market include:

- New toys from Fisher Price
- Six new home entertainment titles from Circulo de Lectores
- Eight new book titles from Norma
- Three new electronic book titles from Publications Internationale
- A new monthly magazine from Armonia

In addition, the new Barney Live Show "**Aventuras en el Espacio**" from Exim will tour in Colombia beginning in April 2009 hitting Bogota and Medellin.

### **About *Barney & Friends*<sup>™</sup>**

As a helping hand for growing children, *Barney & Friends* (along with special pals Baby Bop<sup>™</sup>, BJ<sup>™</sup> and Riff<sup>™</sup>) helps parents give their children the range of skills they need to grow – and he always does it with lots of fun, music and laughs. *Barney & Friends*<sup>™</sup> episodes are always filled with Sharing, Caring, Imagining, Dancing and Learning. For more information about Barney and all his friends, please visit [www.barney.com](http://www.barney.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 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™ 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® 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®, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

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**FOR FURTHER INFORMATION CONTACT:**

Denielle Webb \ HIT Entertainment PR

T: (646) 277 5250 \ [dwebb@hitentertainment.com](mailto:dwebb@hitentertainment.com)

Noelle Dong \ HIT Entertainment PR

T: (646) 467-5336 \ [ndong@hitentertainment.com](mailto:ndong@hitentertainment.com)