



HIT entertainment

For Immediate Release

HIT APPOINTS MEDIA MUNDI AS TELEVISION AGENT IN BRAZIL

**Media Mundi secures distribution for *Barney™*, *Angelina Ballerina™*
and *Thomas & Friends™* on Free TV in Brazil**

New York, NY – December 7, 2009 - HIT Entertainment, a leading provider of quality children's entertainment, has appointed Media Mundi as its television broadcast agent in Brazil, helping to expand HIT Entertainment's presence in the country. In its first deal, Media Mundi has secured distribution for acclaimed HIT series, *Barney & Friends™*, *Angelina Ballerina™* and *Thomas & Friends™* on TV Brasil, the first not-for-profit public broadcast television network launched by the Brazilian federal government.

As part of the multi-year agreement, starting in September 2009 TV Brasil began airing half-hour episodes of *Barney & Friends* at 1:30 PM, Tuesdays and Thursdays, and at 9:30 AM on Saturdays. *Thomas & Friends* and *Angelina Ballerina* began airing Monday through Friday, between 9:00 AM and 9:30 AM. All of the programs are broadcast in Portuguese. This is the first time that these award-winning HIT programs have been broadcast on TV Brasil.

"Media Mundi is an exceptional partner, helping HIT expand its presence in Brazil. Our shows have always enjoyed tremendous success throughout Latin America and early ratings indicate that Barney, Thomas and Angelina are resonating with kids on TV Brasil," said Alison Homewood, Executive Vice President of Worldwide Television Distribution, HIT Entertainment.

"The decision of TV Brasil, the largest public broadcaster in Brazil, to acquire HIT's properties demonstrates the very high educational and entertainment value of the series *Barney & Friends*, *Thomas & Friends* and *Angelina Ballerina*, an all time winner with the preschoolers all over the world," said Loic Gosselin, Chief Executive, Media Mundi Inc.

"Media Mundi is very enthusiastic about bringing HIT's programming to this very fast growing country. Media Mundi is proud to represent such powerful brands in Brazil!"

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.



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