



HIT entertainment



For Immediate Release

THOMAS Y SUS AMIGOS ARE FULL STEAM AHEAD INTO MEXICO WITH THE EXCLUSIVE LAUNCH OF THE TAKE-ALONG THOMAS TOY LINE AT LIVERPOOL

New York, NY -- May 14, 2008 -- HIT Entertainment, one of the world's leading independent children's entertainment producers and rights-owners, has inked an exclusive deal with Liverpool, a leading department store chain in Mexico, to launch *Thomas & Friends™ (Thomas Y Sus Amigos)* toys in the country for the first time. Starting on April 30 – Mexico's Kids' Day – Liverpool will introduce a dedicated *Thomas Y Sus Amigos* section in all 68 of their stores, including more than 20 SKUS from Learning Curve Brand, Inc.'s sturdy and portable **Take Along Thomas Y Sus Amigos** line, including engines, vehicles, playsets and accessories, as well as *Thomas Y Sus Amigos* DVDs from Tycoon.

The dedicated *Thomas Y Sus Amigos* areas will feature branded signage, such as toppers, headers and shelf strips. In celebration of this launch, Liverpool will host events in their top 10 stores on **May 17 and 18**. The in-store promotion will include *Thomas Y Sus Amigos* storytelling, coloring activity stations and a *Thomas Y Sus Amigos*-themed photo opportunity.

"We are thrilled to introduce *Thomas Y Sus Amigos* toys to children and families in Mexico for the first time," said Pam Westman, Senior Vice President, HIT Entertainment, Canada & Latin America. "The brand is gaining a big following in the country, through broadcast and home entertainment and we are confident that the toy line will be a huge success as well. Liverpool, with their extensive reach and leading market position, is the perfect venue for these high-quality toys that foster creativity and imaginative play."

Thomas Y Sus Amigos has broadcast daily in Mexico on Discovery Kids since 2002. *Thomas Y Sus Amigos* Home Entertainment launched its first title in Mexico in November 2007 with great success. Tycoon Entertainment Group will launch three more titles in 2008, including "Thomas De Nuevo En Acción," available in stores starting May 1st.

About Thomas & Friends

Thomas the Tank Engine was created by a father for his son more than 60 years ago and today is enjoyed by families in more than 145 countries. The #1 blue engine and his friends invite children to enter a world of imagination through the tracks of a train and the words of a story. Children embark on adventures with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation. *Thomas & Friends* makes tracks to great destinations in Latin America on Discovery Kids.

About Learning Curve Brands, Inc.

Learning Curve Brands, Inc. (www.learningcurve.com) is a wholly owned subsidiary of RC2 Corporation (NASDAQ: RCRC, www.rc2.com) and is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant and toddler products. Learning Curve Brands, Inc. markets its infant, toddler and preschool products under its Learning Curve® family of brands which includes The First Years® by Learning Curve and Lamaze brands as well as popular and



classic licensed properties such as *Thomas & Friends*, *Bob the Builder*, *Winnie the Pooh*, John Deere, *Nickelodeon* and *Sesame Street*. The Company's youth and adult products are marketed under the Johnny Lightning® (www.johnnylightning.com) and Ertl®, (www.ertl.com) brands. Learning Curve Brands, Inc. reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, and Asia Pacific.

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 SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.

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