



HiT entertainment

LIONSGATE®

Dash To the Finish Line with Thomas & Friends™!

Thomas & Friends: High Speed Adventures

Races Onto DVD March 31st, 2009

From Lionsgate And HIT Entertainment



Street Date: 3/31/09

Order Date: 3/4/09

DVD SRP: \$14.98

PROGRAM DESCRIPTION

The adventures continue with everyone's Number 1 engine when ***Thomas & Friends™: High Speed Adventures*** races onto DVD March 31, 2009 from Lionsgate and HIT Entertainment. Join Thomas & Friends for fun and excitement with all new stories featuring CG animation! Bringing miles of smiles to children everywhere, Thomas and his engine pals travel the Island of Sodor with fuller, more emotive facial expressions while the people come to life like never before.

Teaching timeless life lessons such as discovery, friendship and cooperation, the *Thomas & Friends* animated series invites children to enter a world of imagination through the tracks of a train and the words of a story.

DVD SYNOPSIS

Thomas and his engine friends speed through the Island of Sodor in six spectacular stories of fun and adventure. Capture the spirit of 'steamwork' as Thomas learns to share his workload, Edward saves Gordon at the water works and Rosie learns to follow directions to get the job done. Future engineers will hear about Proteus the mystical engine, see Henry help woodsmen save the Sodor Wishing Tree and thrill as Thomas takes on the challenge of a high-speed race! Grab your conductor's hat and hop on board for this action-packed collection of *High Speed Adventures*!

Episodes include:

- "Thomas and the Billboard"
- "Steady Eddie"
- "Rosie's Funfair Special"
- "Mountain Marvel"
- "Henry Gets It Wrong"
- "Don't Go Back"

MARKETING SUPPORT

The fully integrated marketing campaign will include national TV and online media generating over 216 MM household impressions. The online campaign will heavily target moms with e-blasts, online ads, targeted placement on preschool/mom blog sites and sneak peeks. The title will also be promoted on the Thomas & Friends website (www.thomandfriends.com), delivering over 11 million monthly page views along with an e-mail blast to the national Thomas fan base. The DVD will be cross promoted with the all-new Thomas & Friends stage show, *Thomas & Friends LIVE! On Stage: A Circus Comes to Town* beginning January 2009, which travels to 65 cities engaging in 178 performances. Finally, the *High Speed Adventures* DVD will be promoted with radio promotions and print advertising in local markets.

PROGRAM INFORMATION

Title Copyright: Copyright: © HIT Entertainment Limited. Thomas the Tank Engine & Friends™ Based on The Railway Series by The Reverend W Awdry. © 2009 Gullane (Thomas) Limited. Thomas the Tank Engine & Friends and Thomas & Friends are trademarks of Gullane (Thomas) Limited. Thomas the Tank Engine & Friends and Design is Reg. U.S. Pat. & Tm. Off.

Rating: NR

Genre: Children/Family/Ages 2-5

Closed Captioned: English Closed Captioned

Format: Full Screen

Feature Running Time: 46 minutes

DVD Audio Status: English, Spanish and French 2.0 Dolby Digital

Website: www.thomasandfriends.com

To download art, visit www.lionsgatepublicity.com or www.hitnewsonline.com

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