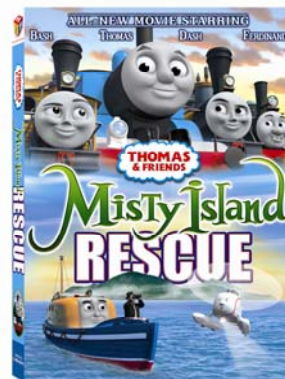




HIT entertainment

LIONSGATE®

**For The First Time Ever On Blu-Ray,
Thomas Embarks On His Very First Journey Off
The Island Of Sodor In
Thomas & Friends™:
Misty Island Rescue - The Movie
Available On DVD And Blu-Ray September 7, 2010
From Lionsgate And HIT Entertainment**



Street Date: 9/7/10

Order Date: 8/11/10

SRP: DVD \$19.98/Blu-ray with DVD Combo-pack \$24.98

PROGRAM DESCRIPTION

Thomas and his engine friends embark on a thrilling new journey that takes them from the Island of Sodor to the mysterious Misty Island in the all-new, CG animated adventure *Thomas & Friends™ Misty Island Rescue - The Movie* available on DVD, Blu-ray Disc+DVD combo pack, Digital Download and On Demand, September 7, 2010 from Lionsgate and HIT Entertainment. This movie marks the first time Thomas is available on Blu-ray and will be part of a Combo Pack (which is also packaged with a standard DVD) for a great value of only \$24.98.

The thrilling new Blu-ray Disc will showcase the exciting new CG animation like never before, and is perfect for families looking to add to their Blu-ray collection. With nearly 25M households owning a Blu-ray player, Thomas is one of the first Preschool properties to launch into the next generation disc!

SYNOPSIS

The engines are hard at work to build a new Search and Rescue Center. When Thomas helps a friend in need, he is rewarded with an exciting trip to the mainland. Along the way, he gets lost at sea and finds himself on the mysterious Misty Island, where he meets new friends Bash, Dash and Ferdinand. Together they discover the secrets of Misty Island and help Thomas find his way home. Will Sir Topham Hatt's search party ever find Thomas? Find out in this action-packed movie adventure the whole family will enjoy!!

BLU-RAY/DVD BONUS FEATURES

- "The Search for Thomas" Game
- "Misty Island Rescue" Karaoke Music Video
- "Sir Topham Hatt" Karaoke Music Video

MARKETING SUPPORT

Misty Island Rescue is the biggest Thomas & Friends DVD program of the year! It is supported by a fully-integrated marketing campaign that includes TV, print, online and cross promotions that extend from August-November; over 1 billion total impressions will be generated. Over 50 ***Misty Island Rescue***-themed products will launch at retail including toys, books and more! An aggressive pre-street campaign includes a special broadcast on PBS and Screenvision theatrical screenings in over 175 theaters nationwide.

PROGRAM INFORMATION

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Type: Home Entertainment Premiere

Rating: NR

Genre: Children/Family/Ages 2-5

Closed Captioning: DVD - English
Blu-ray - English SDH

DVD Format: Widescreen

Blu-ray Format: 1080P High Definition Widescreen

Feature Running Time: 58 minutes

DVD Audio Status: English 5.1 Dolby Digital and English, Spanish and French 2.0 Dolby Digital

Blu-ray Audio Status: English 5.1 DTS HD-Master Audio and 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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