



HIT entertainment



**For Immediate Release**

## **HIT ENTERTAINMENT LAUNCHES EXCLUSIVE *THOMAS & FRIENDS*<sup>™</sup> MONTH-LONG EVENT AT SANTA FE MALL IN MEXICO CITY**

**New York, NY -- November 12, 2008** -- HIT Entertainment, a leading provider of quality children's entertainment, has partnered with Media Access, a leading events company in Latin America, to launch the first-ever *Thomas & Friends*<sup>™</sup> mall event at Santa Fe Mall in Mexico, the largest upscale mall in Mexico City, welcoming 1.6 million visitors monthly.

From November 15 to December 15, *Thomas & Friends*<sup>™</sup> will be featured at the premiere mall in a dedicated interactive play-and-shop area. Parents and children will be invited to enjoy a variety of events, all centered around a giant, inflatable Thomas bounce house. Other activities include a movie area showing *Thomas & Friends* episodes, face painting, coloring and activity areas. The *Thomas & Friends* activity area will be open from 11 a.m. to 8 p.m. daily.

At the event, *Thomas & Friends* items, including the Take Along train system from RC2, DVDs from Tycoon Home Entertainment and games and puzzles from Briarpatch and Ravensburger, will be on display in a dedicated area. Exclusive merchandise – from t-shirts to balloons – will also be on sale at the event.

"*Thomas & Friends*, which is broadcast throughout Latin America via Discovery Kids, and which recently launched a toy line exclusively at Liverpool in Mexico, is quickly becoming a favorite brand amongst kids in the country," said Gabriela Arenas, Vice President, Consumer Products and Retail Marketing, HIT Entertainment, Latin America. "This event offers children and their families a wholesome, fun way to experience Thomas up close and personal and is something we hope to replicate at other malls throughout the region."

The *Thomas & Friends* event at Santa Fe Mall will be promoted via print, in-mall posters, as well as online through the ever-popular, *Barney*<sup>™</sup> ([www.barney.com](http://www.barney.com)).

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

*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*<sup>™</sup> makes tracks to great destinations in Latin America on Discovery Kids.

### **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*<sup>™</sup>, *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<sup>SM</sup>, 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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