



HIT entertainment

For Immediate Release

HIT ENTERTAINMENT LAUNCHES ALL-NEW *THOMAS & FRIENDS*[™] "A STITCH IN TIME" LINE FOR INFANTS

New York, NY -- June 9, 2008 -- For the first time ever, *Thomas & Friends*[™] will be chugging into nurseries across the country. HIT Entertainment and its licensing partners, Children's Apparel Network and Babyboom, will launch *Thomas & Friends* "A Stitch In Time," an infant layette and bedding line, in summer 2008.

This specialty infant program is rooted in the brand's rich, wholesome traditions and provides an early introduction to *Thomas & Friends*, an iconic brand that moms trust and children can grow with. From coveralls to blankets, the new *Thomas & Friends* "A Stitch in Time" line of 'very useful' products includes:

- **2-Pack Knit Sleep N Play Coveralls** in solid and print with zip front and embroidery appliqué
- **3-Pack Knit Bodysuits**-assorted print, solid, stripe with 2 appliqué embroideries and lap shoulders
- **3-Pack Terry Bibs** in solid, print combo with appliqué embroidery and velcro closure
- **4-Pack Flannel Blankets**-assorted print and solid with appliqué embroidery on two
- **Terry Hooded Towel** in two color combos with appliqué
- **6-Pack Terry Washcloths**-assorted print and solid with appliqué embroidery and woven labels
- **Snuggle Blankie with Rattle** in solid plush and satin back with appliqué embroidery
- **4pcs infant bedding set**-32x42" printed comforter with embroidery appliqué, 9x162" bumper, printed fitted sheet 28x52x8", printed crib skirt
- **Decorative Pillow**-9x11x2" with embroidery appliqué and striped printed edge
- **Blanket**-30x40" 100% polyester, embossed blanket with embroidery appliqué, 0.5" binding

Prices range from \$9.99 for a 3-pack of bodysuits to \$79.99 for a 4-piece infant bedding set.

"This new Thomas line was developed with its own unique style guide, inspired by a classic color story and featuring subtle train imagery and iconic patterns suitable for layette and nursery," said Jamie Cygielman, Senior Vice President, Consumer Products, HIT Entertainment. "*Thomas & Friends: A Stitch in Time* provides a natural entry point into the world of *Thomas & Friends* that will grow with the child as they experience the books, toys and home entertainment based on this beloved character."

This complete line will be available at retail this summer. Please visit www.thomas&friends.com for store information.



About Thomas & Friends

Thomas & Friends invites children to enter a world of imagination through the tracks of a train and the words of a story. *Thomas the Tank Engine* was created by a father for his son more than 60 years ago. Today, families in more than 145 countries enjoy fun and adventure with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation.

Thomas & Friends is making tracks to great destinations on PBS KIDS®, PBS KIDS SproutSM and with downloadable episodes available through iTunes. For more information about the world of *Thomas the Tank Engine* and his friends, please visit www.thomasandfriends.com.

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*TM, *Bob the Builder*TM, *Thomas & Friends*TM, *Pingu*TM, *Fireman Sam*TM, *Angelina Ballerina*TM and *Rainbow Magic*TM. HIT represents Chapman Entertainment's *Fifi and the Flowertots*TM and *Roary the Racing Car*TM in North America and Japan, as well as *Wallace & Gromit*TM, *Shaun the Sheep*TM 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.

To download artwork, please visit www.hitnewsonline.com

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