



HiT entertainment



**For Immediate Release**

## **HIT ENTERTAINMENT NAMES AMERICAN GREETINGS MASTER SOCIAL EXPRESSIONS LICENSEE FOR HIT'S PREMIERE PORTFOLIO OF BRANDS**

**NEW YORK, NY – June 2, 2009** – HIT Entertainment, a leading provider of quality children's entertainment, names American Greetings Corporation (NYSE: AM), the world's largest publicly owned creator, manufacturer and distributor of social expression products, as the master social expressions licensee for HIT's portfolio of brands, including *Angelina Ballerina™*, *Barney™*, *Bob the Builder™*, *Fireman Sam™*, *Rainbow Magic™*, *Thomas & Friends™*, as well as acquired properties including Chapman Entertainment's *Fifi and the Flowertots™* and *Roary the Racing Car™* and Aardman Animations' *Wallace & Gromit™*, *Shaun the Sheep™* and *Timmy Time™*.

Under the terms of the agreement, American Greetings will design, manufacture, distribute and market key social expressions items, such as party supplies and decorations, greeting cards, invitations, stickers, gift packaging and seasonal items, including Valentine's Day cards and Christmas ornaments, for leading HIT brands.

The new product designs will be available at mass and specialty party goods retailers starting in spring 2009 in the US and Canada.

"American Greetings, with their strong commitment to quality, is a leader in the social expressions category and therefore, is the perfect partner for HIT's world renowned portfolio of brands," said Gary Krakower, Senior Vice President, US Licensing & Live Events, HIT Entertainment. "American Greetings' commitment to HIT's properties speaks to the strength of our brands and we look forward to working with them to develop innovative items and designs to appeal to today's families and children."

"HIT Entertainment's commitment to reinventing evergreen franchises like *Barney*, *Bob the Builder* and *Thomas the Tank Engine*, while simultaneously developing great new properties makes them an ideal partner to support and market greeting cards, party goods, gift wrap, stickers and ornaments that consumers will enjoy for many years to come," says Michael Brown, Vice President of Licensing, American Greetings. "We're very pleased to collaborate with a company respected industry-wide for its rich portfolio of familiar characters, dedication to creating engaging, family entertainment, and skillful navigation of its brands."

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### **About American Greetings Corporation**

For more than 100 years, American Greetings Corporation (NYSE: AM) has been a manufacturer and retailer of innovative social expression products that assist consumers in enhancing their relationships. The Company's major greeting card



brands are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods, American Greetings and Plus Mark gift-wrap and boxed cards and DateWorks calendars. American Greetings also has the largest collection of electronic greetings on the Web, including cards available at AmericanGreetings.com through AG Interactive, Inc. (the Company's online division). AG Interactive also offers digital photo sharing and personal publishing at PhotoWorks.com and Webshots.com and a one-stop source for online graphics and animations at Kiwee.com. In addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Properties group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.7 billion, and its products can be found in retail outlets domestically and worldwide. For more information on the Company, visit <http://corporate.americangreetings.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*<sup>™</sup>, *Bob the Builder*<sup>™</sup>, *Thomas & Friends*<sup>™</sup>, *Pingu*<sup>™</sup>, *Fireman Sam*<sup>™</sup>, *Angelina Ballerina*<sup>™</sup> and *Rainbow Magic*<sup>™</sup>. HIT represents Chapman Entertainment's *Fifi and the Flowertots*<sup>™</sup> and *Roary the Racing Car*<sup>™</sup> in North America and Japan, as well as *Wallace & Gromit*<sup>™</sup>, *Shaun the Sheep*<sup>™</sup>, *Timmy Time*<sup>™</sup> and Aardman Classics from Aardman Animations. HIT also acts as representative for *The Wiggles*<sup>®</sup> 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).

To download artwork, please visit [www.hitnewsonline.com](http://www.hitnewsonline.com).

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