



HiT entertainment



For Immediate Release

FIFI AND THE FLOWERTOTS™ BLOSSOM IN THE US WITH NEW APPAREL PARTNERS

Kids with Character Selected As Master Apparel Licensee

Wiesner Products, Inc. Tapped For Fifi Footwear

New York, NY – August 26, 2008 – HIT Entertainment, a leading provider of quality preschool entertainment, and North American representative for Chapman Entertainment's international sensation, *Fifi and the Flowertots*, announces that two new partners in the US – **Kids with Character** and **Wiesner Products, Inc.** – have been selected to grow the Fifi brand across key categories of apparel and footwear.

Kids with Character, a leading children's wear company, will bring this loveable Flowertot into the fashion forefront as Master Apparel Licensee. Kids with Character will manufacture and market an extensive line of clothing for girls, including preschool and toddler apparel sets and separates and pram suits.

In addition, longstanding HIT partner, Wiesner Products, Inc. will create and market a complete line of shoes and socks, capturing the loveable nature of Fifi and her Flowertot friends. The line will include athletic shoes, canvas, flip flops and slippers in a wide range of styles, materials and colors appropriate for the Fifi consumer.

"We are excited to work with highly-regarded companies, such as Kids with Character and Wiesner Products, Inc. to launch the *Fifi and the Flowertots* apparel program in the US," said Rick Glankler, Vice President, Licensing, HIT Entertainment. "Young children love to wear their favorite characters, and their parents always appreciate well-made pieces with trend-right details. We look forward to debuting a new Fifi apparel line that provides both quality and style to her ever-growing US fan base."

Val Fry, Director of Licensing, Chapman Entertainment said, "Apparel forms an important part of any successful license. We are, therefore, delighted to have such strong partners on board to build a success in for Fifi in children's wear and footwear in the US."



Launched in the UK in 2005, *Fifi and the Flowertots* is produced by Chapman Entertainment and created by Keith Chapman, the originator of *Bob the Builder*TM. The stop-motion animated series that follows Fifi, a Forget-Me-Not who forgets a lot and her group of little Flowertot friends as they go about their lives in Flowertot Garden. There are always things to make, cakes to bake, games to play, problems to solve and many adventures to be had in Fifi's organic garden that is always blooming. *Fifi and the Flowertots* currently airs weekdays on PBS KIDS SproutSM. For more information, please visit www.fifiandtheflowertots.com.

About Kids With Character

Kids with Character designs and markets **children's sportswear/outerwear** products through a wide range of retailers including Department Stores, Mid Tier, Specialty and Mass. The company markets a full range of **Disney licenses**, including standard characters, Winnie the Pooh, Princess Collection, etc. This Disney relationship has spanned over 40 years. KWC also holds licenses from *Warner Bros. and American Greetings* (Care Bears) and the **Bongo** jeans wear brand license for all children's outerwear. KWC's experienced staff and off shore facilities are dedicated to providing its customers quality product, significant value, on time delivery and a communicative environment.

About Wiesner

Wiesner Products is one of the fastest growing **Footwear and Sock** companies in the licensed business. The company has experienced double digit sales increases over the past five years, significantly better than the single digit growth of these categories. WPI designs and markets a full range of footwear and socks for adults and children. These items are marketed with a strong line up of major licensed trademarks through Department, Specialty, Mass, Food and Drug stores in the US and Canada. The company's success is due to its dynamic, professional staff that utilizes a hands-on approach to help retailers build and maximize sales opportunities. The company's design team is one of the best in the business and is backed by company owned offshore factories, to ensure quality product delivered on time. WPI holds licenses from brands such as **Aerosoles** and **Bongo**. Kids character licenses from **HIT Entertainment, M&M's Mars, Nickelodeon, United Media, WWE** and **Warner Brothers**.

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.

About Chapman Entertainment

Chapman Entertainment, founded by Greg Lynn, Keith Chapman and Andrew Haydon, is an independent company specializing in the creation, development, production, and IP management of children's and family properties. Keith Chapman is the originator of *Bob the Builder*TM and creator of *Fifi and the Flowertots*TM and is the first person to have achieved global success with three preschool TV properties at the same time.

Fifi and the Flowertots has now been sold to over 162 countries worldwide and is currently a leading pre-school license for girls in the UK (Source: NPD Preschool Plush and Puzzles).

*Roary the Racing Car*TM is Chapman Entertainment's second property, It launched in May 07 and is already racing ahead to become a winning license reaching the UK NPD top 7 pre-school licenses after a couple of months of toy sales and the remote control Roary was voted one of the Top 12 Dream Toys for Christmas 07 by the British Toy Retailers Association.

To download artwork, please visit www.hitnewsonline.com.

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