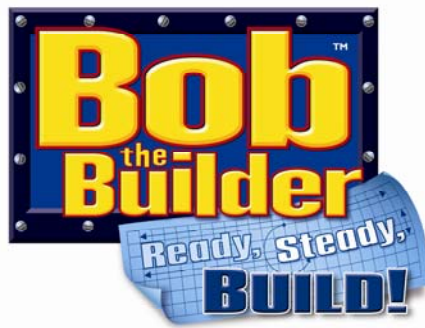




HiT entertainment



FOR IMMEDIATE RELEASE

HIT ENTERTAINMENT UNVEILS NEW BOB THE BUILDER™ TV FORMAT “READY, STEADY, BUILD!”

2 October 2009, Brand Licensing Show, London – HIT Entertainment, one of the world’s leading independent children’s entertainment producers and rights owners has today unveiled its new look television format for Bob the Builder. ‘*Ready, Steady, Build!*’ is the new title for the CG-animated episodic series which is set for broadcast in 2010.

Ready, Steady, Build! takes Bob the Builder back to his roots with character-led storylines that focus on fun, play and building. The new format will have an enhanced focus on characters and locations, building familiarity and play patterns that can be translated into new ranges of consumer products. Ready, Steady, Build! expands the viewing age window of Bob the Builder offering broadcasters great scope in programming schedules.

Ready, Steady, Build! is supported by a new logo which will appear on packaging from early 2010 and will tie-in to the broadcast launch of the all new CG-animated television series in the UK.

HIT Entertainment has also announced the renewal of its EMEA Master Toy Licensee agreement with RC2 for Bob the Builder. Under the multi-territory, multi-category licensing agreement (excluding the US, UK and Japan) RC2 will manage all toy category rights for Bob the Builder in the EMEA territories from 2010. Martin Yaffe International will continue as HIT’s UK toy partner. RC2’s licensing programme will showcase an all new range of Bob the Builder product from Spring 2010 including major product development on a new range of Bob toys.

Jon Owen, SVP Consumer Products EMEA commented, “We are delighted to be continuing our partnership with RC2 on Bob the Builder for the EMEA territories. We look forward to working with RC2 on further re-energising the brand with exciting new product lines and initiatives to take Bob to the next level and into new markets.”

Clive Wooster, Managing Director RC2 added, “This renewal agreement cements the strong partnership we have with HIT Entertainment. Here at RC2/Learning Curve, we have a very wide ranging distribution network across EMEA and we will be utilizing that reach to drive our Bob the Builder line. Our retail and distributor partners can look forward to some exciting new products and more of our effective promotional activity to support their own campaigns.”



Bob the Builder celebrates its 10th Anniversary in 2009 and is currently broadcast on CBeebies, BBC and Nick Jr in the UK. *Spud's Big Mess*, the Bob the Builder global stage tour opens in Germany, the Czech Republic and Poland throughout 2009 and 2010.

- Ends –

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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*[™], *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*[™], *Timmy Time*[™] and Aardman Classics from Aardman Animations. HIT also acts 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.