



HiT entertainment

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HIT ENTERTAINMENT AND DISCOVERY KIDS STRENGTHEN THEIR ALLIANCE IN LATIN AMERICA

London – December 6th, 2007 – HIT Entertainment, one of the world's leading independent children's entertainment producers and right owners, announced today that Discovery Kids, the first and only 24/7 channel in Latin America dedicated 100% to the youngest of viewers, has acquired the brand new seasons of their award-winning shows *Barney*[™], *Bob the Builder*[™], and *Thomas & Friends*[™].

Discovery Kids will air never-before-seen episodes of *Barney*[™], *Bob the Builder*[™] and *Thomas & Friends*[™] in both the Spanish and Portuguese speaking countries. The deal also includes Thomas' special "*Calling All Engines*".

HIT Entertainment's properties enjoy an ever growing demand in the region, becoming Mom's favorite choice for their pre-schoolers thanks to its educational content and high quality.

Rodrigo Pizá, Vice-President of Television Latin America of HIT Entertainment said, "We are delighted to be working with Discovery Kids in bringing our characters to life for children in Latin America. Barney, Bob the Builder and Thomas have demonstrated their worldwide success in engaging, informing and delighting children around the world."

Peach Gibson, Vice President and Channel Director for Discovery Kids and Animal Planet Latin America commented, "Children in Latin America have grown-up watching these great shows on Discovery Kids and these acquisitions allow us to continue to bring the best in educational entertainment to our audience."

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For further press enquires please contact:

HIT Entertainment

Nicole Price

Direct: +44 (0) 2075543613

Mobile: +44 (0) 7891 934488

Email: nprice@hitentertainment.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*[™], *Bob the Builder*[™], *Thomas & Friends*[™], *Pingu*[™], *Fireman Sam*[™], *Angelina Ballerina*[™] and *Rainbow Magic*[™]. HIT represents *Fifi and the Flowertots*[™] in North America and Japan and 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. HIT also owns the Guinness World Records[™] publishing and television property. Launched in 1989, HIT's lines of business span television and video production (including studios in the US and the UK), publishing, consumer products licensing and live events. With a catalogue of more than 1,000 hours of young children's programming, HIT sells its shows to more than 240 countries worldwide, in more than 40 different languages and has operated in the UK, US, Canada, Hong Kong and Japan. In 2005, the Company joined Comcast Corporation, PBS and Sesame Workshop to launch PBS KIDS SproutSM, a 24-hour digital cable channel and VOD service for preschoolers. In 2007, HIT and Chellomotion, the European content division of Liberty Global, Inc and its subsidiary ChelloZone, announced a joint venture to launch and distribute JimJam, an international preschool TV channel (excludes the US, UK and China). For more information, visit www.hitentertainment.com.

About Discovery Kids

Discovery Kids is the first and only 24/7 channel in Latin America dedicated 100% to the youngest of viewers. It provides a unique environment that nurtures children's curiosity using characters and stories, enabling them to relate to real life experiences and creating life-long learners. Discovery Kids integrates the Discovery Networks Latin America/US Hispanic (DNLA/USH) portfolio comprised of nine channels across 34 countries in Latin America: Discovery Channel, Discovery Kids, Discovery Home & Health, Discovery Travel & Living, Discovery Science, Discovery Turbo, Discovery Civilization, People + Arts and Animal Planet. Discovery Networks Latin America/US Hispanic also operates two U.S. Hispanic brands for Spanish-speaking audiences in the United States: Discovery en Español, Discovery Familia.

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