



HIT entertainment

For Immediate Release

FRAGGLE ROCKS LICENSING SHOW 2007 INTERNATIONAL

The Iconic 80's Brand Introduces New Apparel, the First-Ever Audio Collection Release and the Third Season DVD Box Set

New York - June 19, 2007 – *Fraggle Rock™*, the iconic Jim Henson series and one of the first HBO original programs, rocks Licensing International 2007 as the popular 80's brand gears up to celebrate its 25th Anniversary in 2008. With marquee partners including The Emperor's New Clothes (ENC) for apparel, Koch Records for audio and Twentieth Century Fox Home Entertainment for the third season box set, Gobo, Mokey, Wembley, Boober, and Red will insure new and existing fans are down with *Fraggle Rock*.

"Fraggle Rock has evolved over the last 20 years from children's program to pop-culture reference point," said Jamie Cygielman, Senior Vice President & General Manager, Consumer Products, HIT Entertainment, North America. "We have focused our licensing efforts on creating fun products in relevant categories to connect with the original fans of the show."

Fraggly Fashion From The Emperor's New Clothes:

This summer, dance-along, sing-along and now *dress-along* with the subterranean friends through an all-new t-shirt line dubbed 'The Fraggle Rock Stars!' featuring Gobo, Mokey, Wembley, Boober, and Red. HIT's partnership with retro-style clothing manufacturer, The Emperor's New Clothes, will bring an exclusive line of vintage *Fraggle Rock* t-shirts inspired by the shows rock-n-roll penchant to retail this summer. Aimed at the generation of fans who grew up with the classic television series, this long-awaited collection of t-shirts will highlight the cool, rock-inspired tone of the music-filled show. 'The Fraggle Rock Stars!' will be available at select retailers including The Lounge SOHO, Max Antique, and Urban Outfitters UK, as well as through popular online retailers 80stees.com, TruffleShuffle.com and 360ts.com for a suggested retail price of \$36-40.

Fantastic Rockin' Fraggle Home Entertainment:

Twentieth Century Fox Home Entertainment in conjunction with HIT Entertainment will release to DVD the latest installment everyone has been waiting for: ***Fraggle Rock: The Complete Third Season*** this September. Featuring all 24 episodes from the series' third season, this 5-disc box set is filled with more music, more Fraggle moments and exclusive rockin' interviews with the people who made the television show an international success and will feature the original artwork sketches of Michael Frith, co-creator of *Fraggle Rock*. ***Fraggle Rock: The Complete Third Season*** will be available for a suggested retail price of \$49.98



Koch Fraggie Rock Soundtrack

Additionally, in an effort to highlight one of the most popular features of the television series, HIT Entertainment has tapped audio partner, Koch Records, to create the first-ever Fraggie Rock 3-CD collection, featuring the show's fun-loving music. Beginning in fall 2007, fans of all ages can sing-along to their favorite songs on CD available for purchase at all retailers for the suggested retail price of \$23.98.

A Fraggie Rock Feature Film

The Jim Henson Company is in development on the yet untitled *Fraggie Rock* film that will for the first time take Gobo, Wembley, Mokey, Boober and Red on an adventure outside of Fraggie Rock where they will interact with the silly creatures in "outer space" (also known as humans). The treatment is being written by author Ahmet Zappa (*The Monstrous Memoirs of a Mighty McFearless*) who will also executive produce the project with Brian Henson and Jason Lust. Lisa Henson will produce.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners since June 2005, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Bob the Builder*[™], *Thomas & Friends*[™], *Pingu*[™], *Fireman Sam*[™], and *Angelina Ballerina*[™]. HIT acts as a worldwide representative for The Jim Henson Company's library of classic family brands and 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 operations 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 2006, HIT Entertainment launched HIT Toy Company to design, manufacture and distribute toys in North America. For more information, visit www.hitentertainment.com.

About KOCH Entertainment

KOCH Entertainment, founded in 1987 and now in its twentieth year, is the leading and fastest-growing independent music company in the U.S. KOCH's operations encompass record and video labels as well as distribution companies in the U.S. and Canada. KOCH Entertainment is the market leader among independent labels and distributors in both the U.S. and Canada and its record label KOCH Records had the largest number of Billboard charting albums among independents for six years in a row (2001 – 2006). KOCH Entertainment is owned by Entertainment One Ltd. which has been recently listed on the London Stock Exchange's AIM market (ticker symbol "ETO").

About Twentieth Century Fox Home Entertainment

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC (TCFHE) is the worldwide marketing, sales and distribution company for all Fox film and television programming on VHS, DVD and Blu-ray Disc (BD) as well as acquisitions and original productions. The company also releases all products around the globe for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets -- from mass merchants and warehouse clubs to specialty stores and e-commerce - throughout the world. Twentieth Century Fox Home Entertainment LLC is a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company.

About The Emperor's New Clothes

Richard Wheeler and Gavin Bond, former Central St. Martins Students launched their own Subversive T shirt company in London and New York, aiming to bring a touch of humor to the fashion industry through a series of satirical slogans.

From Political statements to suggestive comments, a T-shirt has always provided a suitable canvas and now T-shirt line 'The Emperor's New Clothes' are keen to tap into the power of the tee slogan in order to make ironic statements about fashion lifestyle, featuring slogan's such as 'Please don't feed the models' and 'Fame is not sexually Transmitted' to the retro 'Fraggie Rockstar' The Fraggie Rock show License, they cleverly tap into the youth psyche and their desire to make a bold statement, while simultaneously making a dig at the morals of the fashion industry.

Bond and the Wheeler's jointly collaborated on fashion shoots in New York for four years in their roles as photographer and model Agent, for publications including Vanity Fair, GQ, Entertainment Weekly, Esquire, etc. Their collection can be seen from Colette in Paris, Kitson's LA to Bloomingdales in NYC, Urban Outfitters US/UK to Dubai! Worn by a loyal collection of Supermodels and seen on celebrities the company is well on its way to becoming a youth classic!