



HIT entertainment



**For Immediate Release**

## **FIFI AND THE FLOWERTOTS™ BLOSSOMS IN THE US EXCLUSIVELY ON PBS KIDS SPROUT**

**HIT Entertainment Debuts Chapman Entertainment's *Fifi and the Flowertots*™  
On PBS KIDS Sprout™ In January 2008**

**NEW YORK, NY and Philadelphia, PA – December 3, 2007** – HIT Entertainment, a leading provider of quality preschool entertainment, representing licensing and television distribution for Chapman Entertainment, proudly joins forces with PBS KIDS Sprout, the first and only 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, to bring the latest sensation from Keith Chapman, *Fifi and the Flowertots*, to the US. Produced by Chapman Entertainment and airing exclusively on PBS KIDS Sprout's 24-hour cable television channel in the US, *Fifi and the Flowertots* will premiere on January 14, 2008. *Fifi* will air on Sprout daily during *The Sunny Side Up Show* live morning show block from 9 a.m. – noon ET, while clips, games and printouts will be available at [SproutOnline.com](http://SproutOnline.com).

"We are thrilled to introduce *Fifi and the Flowertots* to children in the US with our television partner PBS KIDS Sprout," said Claudia Scott-Hansen, Rights Syndication, US, HIT Entertainment. "The visually stunning *Fifi and the Flowertots* features wholesome characters and fresh stories that will surely resonate with preschoolers here, as it has internationally."

Val Fry, Director of Licensing Chapman Entertainment says: "We are over the moon that HIT Entertainment has secured this television deal for *Fifi and the Flowertots* in the US, and we look forward to the next exciting stage in the growth of our internationally successful property."

"With the tremendous success of *Bob the Builder*™ on Sprout, we are so excited to launch this wonderful new Keith Chapman creation," said Andrew Beecham, Senior Vice President of Programming for PBS KIDS Sprout. "*Fifi and the Flowertots* is sure to appeal to our young viewers and their parents, and we look forward to adding it to our line-up of innovative Sprout originals and trusted, gold-standard preschool favorites."

*Fifi and the Flowertots* is a stop-motion animated children's television series that follows Fifi and her group of little Flowertot friends as they go about their lives in Flowertot Garden. There are always things to make, games to play, problems to solve, and many adventures to be had in the garden that is always blooming (or always growing from the roots up).



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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 *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 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 Sprout<sup>SM</sup>, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

### **About Chapman Entertainment**

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

*Fifi and the Flowertots* has now been sold to over 160 territories worldwide and is currently the number one pre-school license for girls in the UK (Source NPD Pre-School Plush and Puzzles).

*Roary the Racing Car* 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 10 pre-school licenses after only a couple of months of toy sales.

### **About PBS KIDS Sprout**

PBS KIDS Sprout<sup>SM</sup>, the first and only 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, PBS KIDS Sprout has become the #1 On Demand service for younger children, generating over 300 million orders. The 24-hour digital channel, which launched in September 2005 along with the website ([SproutOnline.com](http://SproutOnline.com)), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 35 million unique households.

The network's program lineup of gold-standard, curriculum-based children's shows includes: *Sesame Street®*, *Bob the Builder™*, *Barney & Friends™*, *Thomas & Friends™*, *Angelina Ballerina™*, *Sagwa: The Chinese Siamese Cat™*, *Caillou®*, *The Berenstain Bears™*, *Jay Jay the Jet Plane®*, *Teletubbies™*, *Dragon Tales™*, *Pingu™*, *Make Way For Noddy™*, *Jakers! The Adventures of Piggley Winks™* and more.

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