



HIT entertainment

For Immediate Release



HIT ENTERTAINMENT EXPANDS STRATEGIC RELATIONSHIP WITH AARDMAN ANIMATIONS

**HIT North America Secures Deal For Consumer Products Rights To
New Preschool Series *Timmy Time*[™]**

HIT To Represent Aardman Animations in Themed Attractions Worldwide

New York, NY – June 9, 2008 -- HIT Entertainment, one of the world's leading independent children's entertainment producers and rights-owners and Aardman Animations, the Oscar®-winning studio behind *Wallace and Gromit*[™], *Chicken Run*[™] and *Shaun the Sheep*[™] TV series expand their relationship through two new exclusive deals. HIT is currently responsible for managing the Consumer Products rights of *Wallace & Gromit*[™], *Shaun the Sheep*[™] and Aardman Classics. In their new relationship, HIT will add responsibility for the consumer products roll-out of Aardman's new preschool show *Timmy Time* in North America. In addition, HIT has been selected to manage Aardman's Themed Attractions business worldwide for *Wallace & Gromit*, *Shaun the Sheep* and *Timmy Time*.

Timmy Time is Aardman Animations' first animated television series for preschoolers, and is slated to begin airing on Playhouse Disney in the US and Disney Channels around the world starting in early 2009. As representative for this property, HIT will look to launch *Timmy* consumer products in all key categories, including home entertainment, toys, games, publishing, apparel, accessories and more.

A first step in the worldwide management of Aardman's Attractions business, HIT will represent all Aardman properties and is set to announce its first attraction set to launch soon.

Peter Byrne, Executive Vice President, Worldwide Consumer Products, HIT Entertainment commented, "We are delighted to be expanding our relationship with Aardman. The much-anticipated *Timmy Time* perfectly complements our existing range of children's properties and adds significant value to our North American portfolio. We are also excited about taking these much loved brands into the Themed Attractions business by leveraging our expertise with operators around the world."

Sean Clarke, Head of Marketing and Licensing at Aardman said, "We are delighted to have extended our current portfolio with HIT, who are a world class leader in Licensing, with a proven track record in extending



brands into themed attractions. We are very much looking forward to working with them on the rollout of our first preschool show *Timmy Time* next year, along with *Wallace and Gromit* and *Shaun the Sheep*.”

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™* 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 Aardman

Aardman, based in Bristol (UK), co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, television series and television commercials for both the domestic and international market. The studio has won over 400 international awards including 4 Oscars®.

Aardman's multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercials productions.

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

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