



HiT entertainment

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HIT ENTERTAINMENT AND SOUTHERN STAR SIGN STRATEGIC AGREEMENT TO REPRESENT PRESCHOOL SHOWS IN THE UK

12 May 2008, London – HIT Entertainment, one of the world's leading independent children's producers and rights owners, has today signed a strategic agreement with Southern Star International to represent two of the Company's popular preschool shows, *Bear Behaving Badly* and *The Beeps*, in the UK.

The deal will provide HIT Entertainment with all UK home entertainment rights for both pre-school properties with brand new releases scheduled for early 2008.

Bear Behaving Badly, produced by Darrall McQueen for the BBC in the UK, is a classic under-dog tale of a spirited, mischievous, resourceful little bear, beating a grumpy human giant with ingenuity, luck and a little help from his friends. Starring *Nev the Bear* from the kid's TV series 'Smile' on the BBC. *Bear Behaving Badly* is a 26x 23 minute live action series and is currently broadcast on CBBC and BBC1 in the UK.

The Beeps, an Impossible Television production for Five UK, is set on Beep Island, a small but perfectly formed island in the Sapphire Sea and home to the adventurous and fun loving Beeps – characters that you will love watching as much as they love playing. *The Beeps* is a CGI animated series and is narrated by Tom Baker. *The Beeps* is currently broadcast on Five in the UK. *The Beeps* was created by Malou Bonicos.

Nic Sales, Director Home Entertainment UK commented, "We are delighted to be working with Southern Star in bringing two of the UK's most loved pre-school properties to the DVD market."

Kirsten Cargill, Senior Sales Executive Home Entertainment, Southern Star International commented, "Southern Star is very pleased to have HIT Entertainment as our DVD partner on these properties in the UK – HIT's commitment to these brands is testament to the quality of these shows – which will sit along side some of the best loved DVD titles in the UK today - HIT are a leader in the children's and preschool market and we are excited about the future possibilities for these brands".

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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*[™] 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 Southern Star

Southern Star is an integrated film and television production and distribution group. Divisions of the Company are involved in film, television and video production; sales and distribution; and licensing and merchandising. Southern Star was acquired in November 2007 by Fairfax Media, a publicly listed company on the Australian Stock Exchange. Fairfax Media Limited [ASX:FXJ] is Australasia's leading media company.