



HIT entertainment

four

FOR IMMEDIATE RELEASE

BOB THE BUILDER™ SAYS "YES WE CAN" TO FOUR COMMUNICATIONS FOR 10th ANNIVERSARY CELEBRATIONS

26 January 2009, London – HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners, has appointed Four Communications to handle the consumer PR for Bob the Builder's 10th Anniversary celebrations throughout 2009. The year will be marked with the launch of Project: Renovate 2009 and a series of media initiatives, culminating in the launch of the exciting and all-new CGI animated TV series and a brand new 4D film at Legoland in the UK.

The appointment of Four follows a four-way pitch and includes media work on Project: Renovate to promote eco-awareness to nursery school operators throughout the UK. Bob the Builder is also supporting the campaign to build the new children's facility at the famous Manchester Children's Hospital, scheduled to open later this year.

Bob the Builder was created in 1998 by Keith Chapman and is today broadcast in over 250 countries and in 45 languages worldwide. The Bob the Builder brand is currently ranked the No 2 preschool boys property in the UK (after Thomas & Friends™, another HIT property), and has aired continuously since 1999, winning a coveted Children's BAFTA. The TV series is currently screened on CBeebies and Nick Jr in the UK.

During his first decade, Bob has also achieved two No 1 hits in the UK pop charts, and over 10 million DVD's and 27 million Bob books have been sold around the world. The brand's extensive licensing programme involves over 50 licensees, led by UK master toy licensee, Martin Yaffe.

"We were very impressed with Four Communications' in-depth understanding of the children's licensing business and their strategic creativity to keep Bob the Builder top of mind in his 10th anniversary year" said HIT Entertainment PR & Communications Director, Nicole Price.

"Bob the Builder remains an iconic brand that has transcended many different communications genres and we are very excited to be working on his behalf in his big year." said Emma Robertson, Director Consumer PR.

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Further information

Nicole Price, HIT Entertainment on 0207 554 3613 or Emma Robertson, Four Communications on 0870 420 3236.

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. 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.