



HiT entertainment

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HIT ENTERTAINMENT UNVEILS NEW DEVELOPMENT SLATE

1 May 2009, London – HIT Entertainment, one of the world’s leading independent producers and rights owners of children’s entertainment, has today unveiled its new development slate ahead of this year’s MIPTV in Cannes. HIT Entertainment will be showcasing four new children’s properties to producers and broadcasters.

The first property from HIT Entertainment is *Mike the Knight*, by Lunar Jim creator Alexander Bar. Produced in CG animation, the 52 x 10 min series centres around 10-year old Mike, whose mission to “Be a Knight, do it right” sees him set out to protect his kingdom and make Mum proud! Dragons, magic and humour form the backbone of this pre-school series, which has an emphasis on wanting to do the very best that you can.

HIT has commenced development on an exciting new preschool show *The Real Mees* (52 x 10) with Waybuloo creator Dan Good. Confidence, self belief and citizenship are the basis of this beautiful CG animated show which encourages children under six to believe in themselves. This innovative new concept focuses on the central characters as they transform from cocoons into adorable, quirky personalities. HIT is working in conjunction with the creative team at UK-based production company Absolutely Cuckoo.

In early development from Firestep & Impossible Pictures, *Kids Hate Clowns* focuses on Chloe, a prim and proper thirteen year old as her world is turned upside down when her three distant relatives, who just happen to be clowns, turn up on her doorstep and announce they’re moving in! Doing absolutely nothing for her street cred, this high octane comedy for 8-12’s challenges and plays on the preconceptions of clowns as we see them go about their everyday lives, just clowning around. After all, everything can be resolved with a custard pie! 52 x 13’00, 2D animation.

Chris Rose, Director New Content HIT Entertainment commented, *“We are thrilled to be working with some of the best creative talent in the industry today. We have discovered some fantastic new shows that will not only perfectly complement HIT’s existing portfolio but enable us to expand our programming into a new demographic and exciting, new creative concepts.”*

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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™*, *Timmy Time™* and Aardman Classics from Aardman Animations. HIT also acts 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.