



HIT entertainment

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CHELLOMEDIA AND HIT ENTERTAINMENT FORM JOINT VENTURE TO LAUNCH AND DISTRIBUTE INTERNATIONAL PRE-SCHOOL CHANNEL

London, 26 September 2007 – Chellomedia, the European content division of Liberty Global, Inc. and HIT Entertainment, the leading independent children’s entertainment producer and rights owner, have today announced a joint venture to launch an international pre-school TV channel. At the same time, Chellomedia has separately acquired JimJam, the leading pre-school channel, which is currently available in Italy on the Sky Italia platform. Together, HIT and Chellomedia’s subsidiary, Zonemedia will launch and distribute JimJam internationally.

The launch across cable and satellite platforms in Western and Eastern Europe is scheduled for later this year with launches in Africa and the Middle East planned from Q1, 2008. Additional roll-out of the channel worldwide (excluding the US and the UK) will follow.

Under the joint venture, Chellomedia, which currently operates 23 branded TV channels across Europe, will combine Zonemedia’s expertise in international channel distribution and management with HIT Entertainment’s world-renowned children’s programming to launch the JimJam channel globally. The JimJam channel will include several of HIT’s portfolio of properties including Thomas & Friends™, Bob the Builder™, Fireman Sam™, Angelina Ballerina™, Barney & Friends™, and Pingu™. The channel will also acquire high quality pre-school programming from international distributors.

Shane O’Neill, President, of Chellomedia, commented: *“JimJam is synonymous with the highest quality preschool entertainment and is an exciting addition to our thematic TV portfolio of 23 channels. We already operate children’s channels in Portugal and Central Europe which are leaders in their respective markets, and this international channel clearly marks our commitment to this important genre. A joint venture between one of the world’s most influential*



producers of pre-school children's programming with a world-class portfolio of children's properties, and our own international channel management experience, backed by Liberty Global, is a great combination and will produce exciting opportunities in children's programming."

Bruce Steinberg, CEO HIT Entertainment, added: *"HIT Entertainment's pre-school shows are eagerly watched by millions of children around the world and a significant part of our mission is to provide millions more with the opportunity to watch Thomas & Friends, Bob the Builder, Pingu, Angelina Ballerina and Fireman Sam whenever they want. JimJam, our new venture with Chellomedia, underpins our goal, as the leading global independent children's entertainment producer, to deliver high quality programming around the world helping our world-class properties to become an everyday part of children's lives."*

The channel's founder, David Bouchier, commented: *"Having initially launched the channel in October 2006, I am delighted to see JimJam's success in Italy enable the brand's planned international expansion become a reality. JimJam was created to provide pre-school children and their carers with a fun, trusted and rewarding destination. This new development ensures that JimJam will be seen by many more kids around the world. Zonemedia's proven expertise in launching and distributing channels internationally, and HIT's unrivalled pre-school programming, make them the perfect partners to build this channel into an international, well-loved brand"*.

The acquisition of JimJam represents the 24th in Chellomedia's portfolio of channels and the third European acquisition in the current year.

HIT Entertainment launched PBS KIDS SproutSM in 2005 as a joint venture with Comcast Corporation, PBS and Sesame Workshop. Sprout is 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. The channel currently reaches more than 33 million homes in the United States.

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About Chellomedia & Zonemedia

Chellomedia, the European content division of Liberty Global, Inc. is a leading international media company & distributor of channels, content and video services. The division's operating companies and business units, currently own and operate 23 branded TV channels and run a suite of digital, on demand and broadband services in Europe. The aggregate subscriber base of the channels and its feeds reach 188 million TV households homes. Chellomedia focuses its TV channel business globally through its 100% owned and operating company Zonemedia via channels such as ZoneReality, ZoneHorror and the Extreme Sports Channel and regionally in Iberia through Multicanal, in the Benelux, where Chellomedia owns and operates the premium bouquet, Sport1 & Film1, and in Central Europe via Sport 1, & Minimax and through the joint venture MGM Central Europe.

Chellomedia acquired **Zonemedia** in 2005; the company is a leading international broadcaster, distributor and representative of thematic television channels. Zonemedia was founded in 1991 and today has 18 offices and studios throughout Europe, Asia and Latin America. Zonemedia owns and operates nine thematic channels: Zone Reality, Zone Reality Extra, Zone Europa, Zone

Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy and Extreme Sports Channel, which are broadcast in over 125 countries in 24 languages. Zonemedia has a successful channel representation business and currently represents more than 30 international channels created by companies such as Sparrowhawk, Turner, Hallmark, MTV, Discovery and VOOM HD. Zonemedia also has a programme distribution business and continues to syndicate formats, series and specials from the world's top producers.

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*[™] and *Roary the Racing Car*[™] 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 SproutSM, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit www.hitentertainment.com.

About Liberty Global, Inc

Liberty Global is the leading international cable operator offering advanced video, voice, and Internet access services to connect its customers to the world of entertainment, communications and information. As of June 30, 2007, Liberty Global operated broadband communications networks that served approximately 16 million customers in 17 countries principally located in Europe, Japan, Chile, and Australia. Liberty Global's operations also include significant media and programming businesses such as Chellomedia in Europe.

For further information please contact:

Chellomedia

Financial Dynamics

Helen Thomas / Tim Spratt
Tel: +44 20 7831 3113

Zonemedia

Gabrielle Grubanovich, Director of Marketing and Communication
Gabrielle.grubanovich@zonemedia.net
Tel: + 44(0)7711 090 510

Debbie Lawrence (The Lippin Group)

dlawrence@lippingroup.com
Tel: +44 (0)7771 850 580

HIT Entertainment

Nicole Price
E: nprice@hitentertainment.com
Tel: +44 207 554 3613 / +44 7891 934488