



HiT entertainment

HIT ENTERTAINMENT BRINGS NEW PRESCHOOL PROPERTY LITTLE CHARLEY BEAR™ TO MIPCOM 2008

13 October 2008, MIPCOM Cannes – HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners, has inked a co-production deal with UK-based animation studio Annix Productions for a brand new pre-school property Little Charley Bear™.

Created by Daniel Pickering, Little Charley Bear is based on an adorable and wonderfully irreverent teddy bear character and his playful journeys into the imagination. Through his friend Dave the Narrator, as voiced by Dave Benson Phillips of Play Bus and Disney Channel fame, Little Charley Bear reaches out to young children, encouraging them to use and develop their imaginations whilst learning key life skills along the way.

Little Charley Bear has been developed by Annix Studios, a UK based 3D animation company and 26 x 7 minute episodes will be co-produced with HIT Entertainment. The new series will be showcased for the first time at MIPCOM 2008 and uses the latest high-end 3D animation techniques including film quality fur and lighting.

Alison Homewood, EVP Worldwide TV Distribution HIT Entertainment commented, *"It's rare in the plethora of new pre-school shows to see something so stand-out in its simplicity, charm and execution as Little Charley Bear. So we are very excited to be working with Annix Studios on the show, which will take you back to your own childhood but also offers a fresh approach to the traditional teddy bear using the latest in animation techniques."*

Little Charley Bear creator, Daniel Pickering of Annix Studios added, *"We are overjoyed that Little Charley Bear has found his new home with Hit Entertainment. It's a dream for us to be working with a company whose name stands for such high quality production values and in our opinion has the best pedigree in preschool, bar none. I'm sure Charley will fit right in and be making friends with Bob, Angelina, Thomas, Pingu & Barney in no time."*



Dave Benson Philips, who narrates the series said, *"I too am extremely pleased that HIT is going to help us bring Little Charley Bear to the world. All of us at Annix have a soft spot for this little bear, and I'm totally chuffed that it's my job to tell the viewers what he's doing."*

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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. 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.