



HiT entertainment

Media Release

HIT Entertainment enjoys success across its growing attractions business and gears up for further global developments

HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners, has enjoyed a stellar year across its attractions business, with a series of successful launches and new partnerships around the world. Performance highlights include impressive visitor numbers at Thomas Land, Drayton Manor Park and at the newly opened Thomas Land, Shin-Misato, as well as the recent deal signing for Asia's first Little Big Club at the Family Indoor Themepark, Puteri Harbour.

HIT Entertainment is fast becoming a key player amongst the world's independent branded attractions licensors. The company's three core attractions' properties comprise Thomas Land, Thomas Town and The Little Big Club, all based around some of its most popular and well loved children's brands.

Thomas Land

Thomas Land, Drayton Manor Park

Since the first European Thomas Land opened at Drayton Manor, the park has enjoyed a significant rise in visitor numbers and spend per capita. 2008 was record breaking and this season is projected to match or even exceed previous figures. A hotel is also set to open opposite the park in 2011 and there are plans for it to feature a number of Thomas themed bedrooms.

Set within three acres of beautiful parkland, Thomas Land at Drayton Manor features 13 themed rides including a 600-meter Thomas train ride, an indoor play centre, café and a Thomas retail shop.

Thomas Land, Fujikyu

Thomas Land at Fujikyu Highland amusement park in Japan, which celebrated its 11th anniversary this year, also continues to delight visitors. Set in 14,700 square metres of parkland it features eight Thomas-themed rides and six Thomas-themed rooms within the park's hotel. Thomas Land, Fujikyu attracts over 1.7 million visitors per year. Plans are underway for further development of the park in 2010.

Thomas Town

Thomas Town, Shin-Misato

Thomas Town in Shin-Misato, Japan launched in September 2009 with Japanese leisure operator Pleasure Cast. It is the world's first Thomas branded indoor family entertainment centre for shopping malls and has been a run-away success. Two-months on since opening, revenues and visitor numbers are running at double the business plan projection.

Hit Entertainment and Pleasure Cast are now in discussion regarding roll out of the Thomas Town attraction format in shopping centres in Japan in all major metropolitan centers across the country.



Thomas Town, Six Flags

Last season, Thomas Town successfully opened at Six Flags over Georgia and Six Flags Magic Mountain. This furthered the relationship with Six Flags, who had already launched Thomas Towns at Six Flags Discovery Kingdom and Six Flags New England. A fifth Thomas Town exists at Drusillas Park in Sussex, UK.

In 2010, the Thomas Town portfolio will expand to six, as Six Flags America (Washington DC) opens what is set to be the largest Thomas Town to date.

The Little Big Club

The Little Big Club, Family Indoor Theme Park at Puteri Harbour

In 2013, HIT Entertainment, with Themed Attractions & Resorts, is set to launch the first ever HIT-branded indoor entertainment centre The Little Big Club, at the prestigious Family Indoor Theme Park at Puteri Harbour, Malaysia.

The Little Big Club is a global brand for young children and carers, bringing together some of HIT's most loved characters, including Thomas & Friends, Bob the Builder, Angelina Ballerina, Barney & Friends and Pingu. Young children visiting the attraction are offered a totally immersive experience, which can be enjoyed alongside parents, featuring play activities, rides, play structures, role play, events, parties, interactive games, performing arts and education.

HIT's Little Big Club will take up two floors of the Family Indoor Theme Park, with a third level dedicated to ticketing and retail. The park itself will offer more than 60,000 square feet of indoor space and is expected to attract more than 400,000 visitors each year.

Live Events

In March, the movie 'Bob the Builder in 4D: Bob the Builder and the Roller Coaster' successfully premiered at Legoland, Windsor; Legoland California; and Legoland San Diego. The HIT Entertainment produced 10-minute film, using 3D computer generated (CG) animation with special glasses and special effects - including wind and mist in the theatre to provide 4D effect, further enhanced visitor experience enjoyment at these theme parks. Merlin has exclusive rights to the film through to the end of 2009.

Terri Ruffley, VP Live Events & Attractions, HIT Entertainment said, "Attractions are a significant part of HIT Entertainment's business plan and over the past three seasons we have been developing a series of core products from our portfolio of well loved brands. Thomas Town, Thomas Land and the Little Big Club have all proved to be highly successful attractions and looking ahead we plan to exploit them further, working with new partners in markets where brands are already loved".

HIT Entertainment returns to **IAAPA** (The International Association of Amusement Parks and Attractions) this year. Please visit **booth 2315** to find out more about its attractions business.

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About HIT Entertainment Limited:

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, as well as *Wallace & Gromit*[™], *Shaun the Sheep*[™], *Timmy Time*[™] and Aardman Classics from Aardman Animations. 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.