



HIT entertainment

HIT ENTERTAINMENT REVEALS EXCITING PROGRESS OF NEW DEVELOPMENT SLATE

LONDON, UK – 05 October 2009 – HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners, reveals new property '**Hippo's House**' and strong progress of its development slate.

Created by Tattimoon, **Hippo's House** is a 52x10 min CG series set in a colourful and magical home inhabited by wooden toys with human aspirations. Hippo's House shows how a group of friends learn to live together, introducing social and physical skills to its pre-school audience of girls and boys aged three to five. With characters ranging from a sporty lion to a dancing horse – and of course a hippo – viewers will soon be able to spot a favourite who they can most identify with. Writers include Sharon Miller (Thomas & Friends™).

Following the Company's announcement earlier this year, Hit Entertainment is also in talks with leading international broadcasters regarding pre-sales of its latest development project, **Mike the Knight™**. Set in the medieval land of Pendragon, Mike the Knight takes viewers to a rich CG world filled with castles, quests, dragons and amazing friendships. With his unique call to action "Be a knight, do it right!" Mike the Knight brings the excitement and enchantment of medieval times into the life of the modern pre-schooler for the first time. Mike the Knight has been created by Alexander Bar (Lunar Jim) and writers include Marc Seal (Head Writer, Bob the Builder™) and Rachel Dawson. The first series will include 52 x 10 min episodes.

HIT Entertainment has also announced the signing of the multi BAFTA-nominee pre-school writer Dave Ingham (Waybuloo, Charlie and Lola) for **The Real Mees** a cheeky, uplifting show with bags of heart for 4 to 6 year olds. Each episode demonstrates that viewers don't have to 'go it' alone in the world. By accepting the help of friends their inner confidence will grow, fears can be overcome and aspirations achieved. The Real Mees is a 52x10 min CG series created by Absolutely Cuckoo (Waybuloo).

Chris Rose, Director New Content HIT Entertainment says "It's a very exciting time for HIT as we ramp up our new content development portfolio. We are privileged to be working with some of the world's best creative talent on a wide range of cross platform programming for children aged 2 to 12 years and we look forward to showcasing our new development slate to broadcasters and producers at this year's MIPCOM".



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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.