



HIT entertainment

**For Immediate Release**

## **HIT ENTERTAINMENT SIGNS US BROADCAST DEAL WITH PBS KIDS SPROUT<sup>SM</sup> FOR INNOVATIVE CHILDREN'S PROPERTY *PICME***

**New York, NY – April 7, 2008** – HIT Entertainment, a leading provider of quality children's entertainment, signed a broadcast agreement with popular children's television channel PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, to add the innovative new show *PICME* to its program line-up.

*PICME*, conceived and produced by Irish production company Jam Media, uses a proprietary software called 'Head-hunter' which allows young viewers to star in the animated show alongside a cast of animal characters. Developed in-house by Jam Media, in 2-D Flash animation, *PICME* utilizes propriety software which enables viewers to submit digital images of their children to be superimposed onto an animated body to give their child a 'starring role' in the show.

Viewers can choose from 40 x 5 minute episodes that are entertaining and promote learning, interactivity, while educating children on important life decisions. *Finding Shapes*, *What Makes a Rainbow* and *We Love Reading* are just some of the delightful stories children will love.

*PICME* has already been sold into more than 75 territories across Europe, Asia -- including the Middle East and Japan -- Australia, New Zealand, Latin America, North Africa and North America.

In 2005, *PICME* was awarded the Best Digital Storytelling Category at the Digital Media Awards and received first at the Kidscreen Pitch It Summit. *Picme* also picked up the award for Best Youth Programme at the Irish Film and Television Awards.

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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*<sup>TM</sup>, *Bob the Builder*<sup>TM</sup>, *Thomas & Friends*<sup>TM</sup>, *Pingu*<sup>TM</sup>, *Fireman Sam*<sup>TM</sup>, *Angelina Ballerina*<sup>TM</sup> and *Rainbow Magic*<sup>TM</sup>. HIT represents Chapman Entertainment's *Fifi and the Flowertots*<sup>TM</sup> and *Roary the Racing Car*<sup>TM</sup> in North America and Japan, as well as *Wallace & Gromit*<sup>TM</sup>, *Shaun the Sheep*<sup>TM</sup> and Aardman Classics from Aardman Animations. HIT also acts as a worldwide representative for The Jim Henson Company's library of classic family brands and as representative for *The Wiggles*<sup>®</sup> 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 Sprout<sup>SM</sup>, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

### **About PBS KIDS Sprout**

PBS KIDS Sprout<sup>SM</sup>, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, PBS KIDS Sprout has become the #1 On Demand service for younger children, generating over 380 million orders. The 24-hour digital channel, which launched in September 2005 along with the website ([SproutOnline.com](http://SproutOnline.com)), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 37 million unique households.

The network's program lineup of gold-standard, curriculum-based children's shows includes: *Sesame Street*<sup>®</sup>, *Bob the Builder*<sup>™</sup>, *Barney & Friends*<sup>™</sup>, *Thomas & Friends*<sup>™</sup>, *Angelina Ballerina*<sup>™</sup>, *Sagwa: The Chinese Siamese Cat*<sup>™</sup>, *Caillou*<sup>®</sup>, *The Berenstain Bears*<sup>™</sup>, *Jay Jay the Jet Plane*<sup>®</sup>, *Teletubbies*<sup>™</sup>, *Dragon Tales*<sup>™</sup>, *Pingu*<sup>™</sup>, *Make Way For Noddy*<sup>™</sup>, *Jakers! The Adventures of Piggley Winks*<sup>™</sup> and more.

### **About Jam Media**

JAM Media is an award-winning Dublin based Animation Company, which creates, develops and produces its own Entertainment brands that span many demographics. The company's software IP 'Headhunter' in a multi platform application that allows for viewers to personalise JAM Media's story driven, interactive animated series to create rich, unique user generated content. Currently the studio are in production on two shows with the BBC. JAM employs 35 talented individuals from the animation world right through to the software developers.

To download artwork, please visit [www.hitnewsonline.com](http://www.hitnewsonline.com).

### **FOR MORE INFORMATION CONTACT:**

#### **For HIT Entertainment:**

Denielle Webb  
HIT Entertainment  
646-277-5216  
[dwebb@hitentertainment.com](mailto:dwebb@hitentertainment.com)

#### **For HIT Entertainment:**

Nicole Price  
HIT Entertainment  
44 207 554 3613 / 44 7891 934 488 (cell)  
[nprice@hitentertainment.com](mailto:nprice@hitentertainment.com)

#### **For PBS KIDS Sprout:**

Jenni Glenn  
PBS KIDS Sprout  
215-286-2703  
[jenni\\_glenn@sproutonline.com](mailto:jenni_glenn@sproutonline.com)