



HIT entertainment

For Immediate Release

HIT ENTERTAINMENT CREATES WORLDWIDE CONSUMER PRODUCTS GROUP HEADED BY PETER BYRNE

London – New York – May 17, 2007 -- HIT Entertainment announces today the creation of a new Global Consumer Products Group, to be headed by current Executive Vice President, International, Peter Byrne.

With immediate effect, Peter Byrne, who will be Executive Vice President, Worldwide Consumer Products, assumes responsibility for the Company's worldwide licensing, promotions, brand and retail marketing, and creative services. In addition, he is responsible for the Company's Live Events strategy and its theme park ventures. He will be based in the London headquarters and will report to Bruce Steinberg, Chief Executive Officer.

Commenting on the move, Bruce Steinberg, Chief Executive Officer, HIT, said: *"HIT is a truly worldwide company with global brands like Bob the Builder™, Thomas & Friends™ and Barney™ and this is an important next step in the Company's evolution and growth. Since joining HIT two years ago, Peter has been instrumental in invigorating our international consumer products business, and has a deep understanding of the landscape of our business. I am confident that he is ideally qualified to help us drive the Company to the next level of growth."*

Peter Byrne added: *"I am very excited to be taking on this role in a company that not only has a portfolio of leading brands in pre-school and children's entertainment but which is also on a strong growth track."*

Mr. Byrne joined HIT in September 2005 following the acquisition of the Company by Apax Partners Ltd. As EVP International, he led the restructuring of the division and was key to the rapid expansion of the Company's presence in world markets, as well as spearheading the recent acquisition of the *Rainbow Magic* brand from Working Partners Ltd.

An experienced operator in the global products arena, he headed the highly successful worldwide licensing group at Twentieth Century Fox before joining HIT. Prior to this he spent many years in the toy business with Kenner and Matchbox following periods in senior international sales and general management positions at Fruit of the Loom and Sara Lee.

Jamie Cygielman, who will report to Peter Byrne, will expand her current responsibilities as Senior Vice President, General Manager, North America to include HIT's Canadian operations and the creative resources group in North America.

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About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners since June 2005, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Bob the Builder*[™], *Thomas & Friends*[™], *Pingu*[™], *Fireman Sam*[™], and *Angelina Ballerina*[™]. HIT acts as a representative for *The Wiggles*[®] in the UK, US and Canada and as worldwide representative for The Jim Henson Company's library of classic family brands. 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.