



HIT entertainment

**For Immediate Release**

## **HIT ENTERTAINMENT INTRODUCES SOME COLOR INTO LICENSING 2007 INTERNATIONAL WITH DEBUT OF NEWEST PROPERTY *RAINBOW MAGIC*<sup>™</sup>**

### **Newly Acquired Children's Publishing Property To Receive Global Merchandising Treatment**

**NEW YORK – June 19, 2007** – HIT Entertainment, one of the world's leading children's entertainment producers and rights owners, will use Licensing 2007 International to debut its recently acquired girls' publishing property *Rainbow Magic*. The company will look to support the new series in a full range of publishing-related consumer products including social expressions, soft lines and activity kits beginning this fall. The global merchandising program will expand its reach in support of the animated television series, currently in development.

Introduced in the UK in 2003 and aimed primarily at girls 5-9 years-old, *Rainbow Magic* is a collection of more than 60 books which follows the magical adventures of Kirsty and Rachel and their interactions with different groups of fairies and other creatures in *Fairyland*. A publishing phenomenon, *Rainbow Magic* has sold 15 million copies in more than 20 languages worldwide. The series of books are highly collectible and feature regularly in the children's bestseller lists. With the launch of the Jewel Fairies series in the US, *India the Moonstone Fairy*, debuted at #7 on the children's paperback New York Times Bestseller List.

HIT will work closely with the publishing partners in each territory, to develop content for new books, an animated television series and a range of consumer products. The company will also launch a new style guide to support the licensing program and the subsequent series of books.

Peter Byrne, Executive Vice President Worldwide Consumer Products, HIT Entertainment, North America commented, "*Rainbow Magic* books are a proven success worldwide and the latest edition of the Jewel Fairies, which launched in the US in 2005, debuted in the top 10 of the *New York Times* Children's Bestsellers List. With HIT's expertise in merchandising and marketing, we look forward to creating a meaningful, relevant program establishing *Rainbow Magic* as a global children's brand."

#### **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 internationally renowned children's properties, such as *Bob the Builder*<sup>™</sup>, *Barney*<sup>™</sup>, *Thomas & Friends*, *Pingu*<sup>™</sup>, and *Angelina Ballerina*<sup>™</sup>. HIT acts as a representative for *The Wiggles*<sup>®</sup> in the UK and as worldwide representative for The Jim Henson Company's library of classic family brands, including *Fraggle Rock*<sup>™</sup>. HIT also owns the Guinness World Records<sup>™</sup> publishing and television property and *Fireman Sam*<sup>™</sup>, a joint venture with S4C. 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 catalog of more than 1,000 hours of young children's programming, HIT sells its shows to more than 250 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 Sprout<sup>SM</sup>, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).