



HIT entertainment

For Immediate Release

KIDS CAN ENJOY SUMMER TIME FUN WITH BOB THE BUILDER™ AND THOMAS THE TANK ENGINE™ ...AND BUBBLES!

Imperial Toy LLC To Produce Bubble Toys And Solution Based On HIT Entertainment's Popular Preschool Brands

NEW YORK, NY – June 19, 2007 – HIT Entertainment, a leading provider of quality preschool entertainment, and Imperial Toy LLC, the worldwide leader in the sale and manufacture of Bubbles and Bubble toys, announced two new licensing agreements for HIT Entertainment's popular preschool brands, *Bob the Builder* and *Thomas & Friends*™. As part of the deal, imperial Toys will develop *Bob the Builder* and *Thomas & Friends* battery operated and Dip and Blow Bubble Toys (using patented and patent pending mechanisms), along with sand toys, including sand buckets, watering cans, sand tools, sand sifters and sand molds. These products will be at retail starting spring 2008.

According to Peter Tiger, President Imperial Toy LLC, "We are excited to be partnering with HIT Entertainment on such wonderful well-known properties such as *Thomas & Friends*, and *Bob the Builder*. Our product line will bring these characters to life for children, and our merchandising will create a destination for purchase for Mothers and fans of all ages. We currently have the number one battery operated bubble toy on the market, and the addition of these amazing properties will elevate our results in 2008 to new levels of success."

"We're happy to be working with the worldwide leader in bubble toy manufacturing," said Rick Glankler, Vice President, Licensing, HIT Entertainment. "Bubble and sand toys give kids the opportunity for engaging outdoor play and the new *Bob the Builder* and *Thomas & Friends* bubble and sand toys will bring endless fun all summer long."

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 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. 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. In 2006, HIT Entertainment launched HIT Toy Company to design, manufacture and distribute toys in North America. For more information, visit www.hitentertainment.com.



About Imperial Toy LLC:

Founded in 1969 and headquartered in North Hills, CA, Imperial Toy LLC is a privately held toy manufacturer with a catalogue of some of America's best-selling Toys. Additional facilities are in San Diego, Memphis, TN, Hong Kong, China, and Tijuana, Mexico. The company has a world-wide distribution network in over 50 countries, including leading national stores such as Target, Wal-Mart, Walgreens, K-Mart, Kay-Bee Toys, and Toys 'R Us. The company is the #1 manufacturer of bubbles and bubble toys in the world.

To download artwork, please visit www.hitnewsonline.com.

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