



**IMMEDIATE RELEASE**

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**Imperial Toy Introduces New Line of *Barney*<sup>™</sup>  
Bubble and Sand Toys!**

**North Hills, CA – June 30, 2008.** Imperial Toy® LLC, a leading worldwide manufacturer of licensed and proprietary novelty and bubble toys, and HIT Entertainment a leading provider of quality preschool entertainment, announced a licensing deal today that gives Imperial the rights to Barney<sup>™</sup> bubble and sandbox toys beginning in the Spring 2009 season. This is the newest addition to Imperial's strong line up of HIT Properties that already includes Thomas & Friends<sup>™</sup> and Bob the Builder<sup>™</sup> bubble and sand toys (in stores now).

Imperial® will manufacture and market a complete bubble toy line, including both battery-operated and dip and blow bubble toys. The focal point will be the battery operated Barney<sup>™</sup> Bubble Bellie<sup>™</sup>, based on Imperial's best selling, award winning, patented design. The Barney<sup>™</sup> Bubble line will be on retail shelves beginning in January 2009.

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“Barney<sup>™</sup> and bubbles are two timeless favorites,” said Tim Thompson, Senior Vice President, Marketing Imperial Toy®. “Many of today’s parents grew up enjoying *Barney & Friends*<sup>™</sup> and can now share their love for the dino-mite dinosaur with their own kids.”

“Imperial Toy has done a fantastic job with this year’s launch of *Bob the Builder* and *Thomas & Friends* sand toys and bubble products,” said Rick Glankler, Vice President, Consumer Products, HIT Entertainment. “We are confident that the Barney line will be equally successful, providing Barney fans with innovative toys for warm-weather fun.”

#### **About Barney<sup>™</sup>**

As a helping hand for growing children, *Barney* (along with special pals Baby Bop<sup>™</sup>, BJ<sup>™</sup> and Riff<sup>™</sup>) helps parents give their children the range of skills they need to grow – and he always does it with lots of fun, music and laughs. *Barney & Friends*<sup>™</sup> episodes are always filled with Sharing, Caring, Imagining, Dancing and Learning and can be seen on PBS KIDS<sup>®</sup> and PBS KIDS Sprout<sup>SM</sup> and are available for download through iTunes. For more information about Barney and all his friends, please visit [www.barney.com](http://www.barney.com).

#### **About Imperial:**

Founded in 1969 and headquartered in North Hills, CA, Imperial Toy® is a privately held toy manufacturer with a catalogue of some of America’s best-selling toys. Additional facilities are in Memphis, San Diego, Hong Kong, and Tijuana, Mexico. The company has a wide distribution network which includes 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 and the producer of toys for leading children’s entertainment companies including Little Tikes®, Nickelodeon®, Thomas the Tank Engine®, Bob the Builder®, and Universal®. For further information, call 818 536 6500 or visit [www.imperialtoy.com](http://www.imperialtoy.com)

#### **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>™</sup>, *Bob the Builder*<sup>™</sup>, *Thomas & Friends*<sup>™</sup>, *Pingu*<sup>™</sup>, *Fireman Sam*<sup>™</sup>, *Angelina Ballerina*<sup>™</sup> and *Rainbow Magic*<sup>™</sup>. HIT represents Chapman

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Entertainment's *Fifi and the Flowertots*<sup>™</sup> and *Roary the Racing Car*<sup>™</sup> in North America and Japan, as well as *Wallace & Gromit*<sup>™</sup>, *Shaun the Sheep*<sup>™</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).

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