



HIT entertainment

For Immediate Release

THE GREAT DISCOVERY

PEEP! PEEP! IT'S FULL STEAM AHEAD INTO "THE YEAR OF THE GREAT DISCOVERY" FOR *THOMAS THE TANK ENGINE*™

HIT Entertainment Kicks-Off "Discover Thomas" Campaign Including New Toys, Books, Themed Live Events and *The Great Discovery* DVD Guest Starring Pierce Brosnan as Narrator

New York, NY – June 10, 2008 – All aboard! This year Thomas invites new and existing fans along on a brand new journey during "The Year of the Great Discovery." HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owner, has kicked-off a 12-month campaign across all major consumer touch points and invites consumers to "discover" Thomas. The campaign, which features integrated partnerships across toys, books and live events will be highlighted by the fall release of *Thomas and Friends: The Great Discovery* DVD special, guest starring Pierce Brosnan as narrator.

In *Thomas & Friends: The Great Discovery* DVD, fans will meet a new engine named Stanley, discover all new locations and embark on exciting adventures. *The Great Discovery* DVD will be featured every weekend in July at select movie theaters across the US and featured in 40 cinemas across the UK in September. The weekend screenings will be accompanied by on-site activities and exclusive Thomas goody bags. The release of the DVD will also be supported by a multi-faceted marketing campaign including TV, print and online advertising.

US Toy partners, Learning Curve, HIT ToyCo and LEGO, as well as US publishing partner, Random House will be supporting this title with all-new tie-in products. Additionally, the grassroots *Day Out With Thomas*™ 2008 tour, is themed to *The Great Discovery*. At all of these heritage railway events, children are provided with a "Great Discovery Tour Map," that guides them through the various on-site activities and at the last stop, each child receives a free gift. *Day Out with Thomas*, along with "Great Discovery" products, will be featured in a multi-page parent-targeted advertorial distributed to more than 1.5 million parents.

In the UK, the weekend screenings of *Thomas & Friends: The Great Discovery* will be supported by a 'blue carpet' premiere at Vue Cinema in Leicester Square on the 20th of September and followed by screenings in all major cities around the UK. Toy partner, LEGO, will be providing a life-size Thomas train at the premiere and it will be supported by an integrated direct marketing and TV advertising campaign.



In addition, the *Thomas & Friends* websites in the US and UK will be themed to *The Great Discovery* starting from August and will feature a new home page and all new games and activities based around the content of the DVD.

Peter Byrne, EVP Consumer Products Worldwide HIT Entertainment commented, "For the first time in almost 4 years, young Thomas fans can re-discover their favourite character on the big screen as the popular series is brought to life in a fantastic 60-minute special. Young fans will recognize all of Thomas' very useful friends and meet new ones in a brand new adventure. This will be a major consumer product event in the Thomas calendar for 2008."

The Great Discovery is set for release on DVD on September 9 from Lionsgate® in the US and in the UK on October 6, 2008 and will roll out in other markets around the world throughout 2008 and 2009.

About Thomas & Friends

Thomas & Friends invites children to enter a world of imagination through the tracks of a train and the words of a story. *Thomas the Tank Engine* was created by a father for his son more than 60 years ago. Today, families in more than 145 countries enjoy fun and adventure with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation. For more information about the world of *Thomas the Tank Engine* and his friends, please visit www.thomasandfriends.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™*, *Bob the Builder™*, *Thomas & Friends™*, *Pingu™*, *Fireman Sam™*, *Angelina Ballerina™* and *Rainbow Magic™*. HIT represents Chapman Entertainment's *Fifi and the Flowertots™* and *Roary the Racing Car™* in North America and Japan, as well as *Wallace & Gromit™*, *Shaun the Sheep™* 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®* 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 SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.

To download artwork, please visit www.hitnewsonline.com

###

FOR FURTHER INFORMATION CONTACT:

Denielle Webb \ HIT Entertainment PR
T: 646-277-5216 \ dwebb@hitentertainment.com

Nicole Price \ HIT Entertainment PR
T:+44(0)2075543613 \ nprice@hitentertainment.com