



CHAPMAN ENTERTAINMENT EXPANDS PRODUCT CATEGORY WITH NEW ROARY LICENSEE, HL FOOD

Chapman Entertainment, the television and licensing company responsible for Roary the Racing Car, today announces expansion of its food and beverage offering with a new range of canned pasta with Premier Foods, owned by new licensee, HL Food.

The canned pasta shapes will feature the show's favourite characters including Roary, Maxi, Flash, Big Chris, plus Nick - the new police car. These fun new pasta products hit the shelves from October 2009 at key retailers. It is a range of canned pasta in tomato sauce and will be available in 213g.

Val Fry, Director of Licensing comments, "We've had great success with Roary in the UK and we are delighted to welcome HL Food into the Chapman family. We are confident that Roary will race into pole position and be a number one star in this food category."

Heather Harris, Head of Portfolio on Crosse and Blackwell 4 Kids at Premier Foods says, "We are constantly refreshing our licenses to remain on trend, and Roary the Racing Car is a current and popular character with young children.

We have worked hard to ensure that all our products are nutritionally sound, and to communicate this to the adults who are buying our products, while keeping them fun for the children who consume them. Buyers should make sure that they stock as many lines as possible to appeal to a broad range of consumers."

Roary the Racing Car is consistently ranked as one of Five's Milkshake! and Nick Jr's top performing shows in the UK with viewers tuning in daily to watch their favourite four wheeled friend. Since its launch in 2007, Roary The Racing Car has secured 34 licensees in the UK and internationally he has been sold to over 130 countries.

For more information on Roary The Racing Car, please log onto www.roarytheracingcar.com. To find out more about Chapman Entertainment and HL Foods, please visit, www.chapmanentertainment.co.uk / www.premierfoods.co.uk

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