



HIT entertainment

For Immediate Release

PIERCE BROSNAN ANNOUNCED AS NEW NARRATOR FOR *THOMAS & FRIENDS™*

19 July 2007, London, New York – HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners, has today announced that the world famous actor Pierce Brosnan has signed on as the new voice of the Narrator in the award-winning children's DVD and television series *Thomas & Friends™*.

Brosnan has already commenced production in London and will make his debut in *Thomas & Friends: The Great Discovery* direct to DVD special, set for release in the US and UK in Autumn 2008. Brosnan will voice all English-language releases for the brand, including three upcoming *Thomas & Friends* television series and three DVD specials.

Brosnan follows in the footsteps of acting greats including Ringo Starr, Alec Baldwin, Michael Brandon and Michael Angelis who have all voiced the role of the Narrator in the UK and in the US.

Thomas & Friends is Live Action and is shot in High-Definition technology at Shepperton Studios in the UK. *Thomas & Friends* can be seen on Nick Jr. and FIVE in the UK, and PBS ® and PBS KIDS SproutSM in the US.

Thomas & Friends is one of the most beloved and recognized brands worldwide inviting children to enter a world of imagination through the tracks of a train and the words of a story. *Thomas the Tank Engine* was originally created by a father for his son. Today, families in more than 140 countries and 25 languages enjoy fun and adventure with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation.

Pierce Brosnan commented, "One of my fondest memories as a father was sharing the stories of *Thomas the Tank Engine* and watching the series with my children when they were young. I am thrilled by the opportunity to be the Narrator for this beloved series, following in the shoes of so many famous names, and helping introduce *Thomas & Friends* to many more generations of children."

Bruce Steinberg CEO HIT Entertainment commented, "To say we are thrilled that Pierce Brosnan is the new Narrator of *Thomas & Friends* is an understatement. Pierce brings a wealth of acting experience to the role, as well as a unique voice that children and parents around the world will recognise and trust. Pierce's contribution to *Thomas & Friends* will go a long way in maintaining this iconic character as one of the most loved children's brands in the world. I would like to also take this opportunity in thanking Michael Angelis and Michael Brandon for their significant contribution to *Thomas & Friends*. They have set the standard for future Narrators."

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Notes to Editor

About The Great Discovery DVD Special

Following the enormous success of *Calling All Engines*, Thomas's forthcoming feature length special sees Thomas puff into new and uncharted territory in his biggest adventure yet. When Thomas discovers a forgotten town high in the mountains, he's placed in charge of restorations in time for Sodor's own annual festival "Sodor Day". This means a lot of work for Thomas and friends, so a new engine comes to the island to help out. Stanley is a tank engine who turns out to be just like Thomas except a bit bigger, a bit stronger and, in Thomas's eyes, a bit more popular! When Thomas feels his position as Sodor's #1 engine is under threat, he decides to play a trick on Stanley to make him look silly. The plan backfires and soon Thomas finds himself alone on a dramatic, action-packed adventure that takes him far away from the Sodor Day preparations. When he realises that Thomas has disappeared, Sir Topham Hatt orders the biggest search ever on the Island of Sodor. When Thomas is eventually found by Stanley, the two engines find they make a great team and become firm friends. Thomas meets *Indiana Jones* in this all action spectacular!

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 *Fifi and the Flowertots*[™] and *Roary the Racing Car*[™] in North America and Japan and 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.