



HIT entertainment



For Immediate Release

EVERYONE'S FAVORITE PURPLE DINOSAUR, BARNEY™ IS COMING TO THE NAVY PIER ON MARCH 4, 2010 TO SING AND DANCE WITH ALL HIS FRIENDS!

Chicago, IL/New York, NY — March 4, 2010 — HIT Entertainment, a leading provider of quality preschool entertainment, 24-hour preschool television channel Sprout® and the Navy Pier invite Chicago area children to join **Barney™** as he sings and dances to his favorite songs on March 4 at the Navy Pier. Everyone's favorite purple dinosaur will be performing for all his friends at 11am and 4pm and will be available to pose with kids and families for photos at 1pm and 3pm.

The theme of Barney's special Sing-Along is **BARNEY'S FAVORITE SONGS** and features 12 of Barney's beloved songs, including *If All the Raindrops*, *Mr. Knickerbocker*, and more.

As a helping hand for growing children, Barney 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™ episodes are always filled with Sharing, Caring, Imagining, Dancing and Learning and can be seen on PBS KIDS® and PBS KIDS Sprout . For more information about Barney and all his friends, please visit www.barney.com. Barney can be seen every day on Sprout, the first 24-hour preschool channel parents and kids share together. To see if Sprout is available in your area, visit SproutPlease.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 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.

About Sprout®

PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, Sprout has become the #1 On Demand service for younger children, generating over half a billion views. The 24-hour digital channel, which launched in September 2005 along with the website (SproutOnline.com), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 48 million unique households.



The network's program lineup of gold-standard, curriculum-based children's shows includes: Sesame Street®, Bob the Builder™, Barney & Friends™, The Wiggles®, Thomas & Friends™, Angelina Ballerina™, Caillou®, The Berenstain Bears™, Dragon Tales™, Make Way For Noddy™, Fireman Sam™, Fifi and the Flowertots™ and more.

About Navy Pier

A Chicago Landmark since 1909, Navy Pier has evolved from a freight and passenger ship docking facility to the #1 tourist attraction in the Midwest, drawing more than eight million visitors annually. Navy Pier currently encompasses more than fifty acres of parks, gardens, shops, restaurants, family attractions and exhibit facilities, making it a tourists and visitors entertainment hub. For more information, visit our website at www.navypier.com

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