

FOR IMMEDIATE RELEASE

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## **HOLD ON TO YOUR HARD HATS!**

### **BOB THE BUILDER™ WILL BE KICKING OFF THE NEW YEAR ON PBS KIDS®**

NEW YORK, NY/DALLAS, TX, September 21, 2004 – Can they build it? Yes they can! HIT Entertainment and PBS KIDS today announced that *Bob the Builder* and his machine team are constructing a new broadcast home on PBS KIDS. In January 2005, PBS member stations nationwide will begin airing never-before broadcast episodes of *Bob the Builder*. *Bob the Builder* is produced by HIT Entertainment's HOT Animation studios and presented by Connecticut Public Television (CPTV). PBS KIDS is home to three of HIT's top series: the long-running, beloved classic *Barney & Friends®*, the just-launched *Thomas & Friends™* and the acclaimed *Angelina Ballerina™*.

"*Bob the Builder* has been a huge hit with children and parents since its U.S. debut in 2001," said Charlie Caminada, chief operating officer of HIT Entertainment. "We are excited to have this popular children's show join the high-quality lineup of programs on PBS KIDS." "*Bob the Builder* is fun, educational and a perfect complement to our PBS KIDS block," said Linda Simensky, senior director, PBS KIDS. "Children naturally like to be creative and build; *Bob the Builder* helps them find ways to express themselves and learn positive messages at the same time."

"What an honor it is to be associated with HIT Entertainment and have opportunities like this to bring a modern classic like *Bob the Builder* to PBS KIDS," said Larry Rifkin, senior programming executive for CPTV. "Given that we've been the leader in the field of home improvement for adults, it seems fitting that we should extend that franchise to our most important audience, the children of America."

The *Bob the Builder*<sup>™</sup> series presents an engaging world of construction play filled with adventure and positive messages for young children. In each episode, Bob, Wendy, and their crew of machines work together as a team, demonstrating the value of a “can-do” spirit, problem-solving and personal achievement, while always reminding their viewers that *The Fun is in Getting it Done!*

Established in 1989, HIT Entertainment PLC is a fully integrated global studio, with divisions in the U.K., U.S., Canada, Germany and Japan, including broadcast production and distribution, video and audio sales, consumer products licensing, and marketing. A world leader in quality family entertainment, the company controls all rights for such acclaimed children’s properties as Angelina Ballerina<sup>™</sup>, Barney<sup>®</sup>, Bob the Builder, Kipper<sup>™</sup>, Pingu<sup>™</sup>, Rubbadubbers<sup>™</sup> and Thomas & Friends<sup>™</sup>. In the U.S., U.K. and Canada, HIT Entertainment also acts as the representative for the popular preschool property, The Wiggles<sup>®</sup>. In spring 2004, HIT entered into an agreement with The Jim Henson Company to act as worldwide representative for its library of classic family brands, including Fraggle Rock<sup>™</sup>, Emmet Otter<sup>™</sup>’s Jugband Christmas and Jim Henson’s Mother Goose Stories, and also to partner in the production of new programming.

PBS KIDS<sup>®</sup> is committed to providing the highest quality commercial-free content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS’ programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS has earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online ([www.pbskids.org](http://www.pbskids.org)), PBS Parents ([www.pbsparents.org](http://www.pbsparents.org)), PBS KIDS Share a Story, TeacherSource and Ready To Learn services, PBS KIDS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation’s 349 public television stations, serving nearly 90 million people each week and reaching 99% of American homes.

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