



1111 W. 22nd Street, Ste 320
Oak Brook, IL 60523
Phone (630) 573-7200
Fax (630) 573-7575

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Staci Dolgin-Rubinstein
Salmon Borre Group
847/549-0712; 847/295-4241 (fax)
staci@salmonborre.com

BOB THE BUILDER™ TOYS TAKE CONSTRUCTION PLAY TO THE NEXT LEVEL

*Learning Curve builds on this popular character's strength,
giving preschoolers more options for constructive learning play.*

OAK BROOK, IL—(February 12, 2007)—Everyone's favorite builder is gearing up for the coming year, and Learning Curve® is making sure that *Bob the Builder* fans have all the tools they need to help Bob get the job done! The new line of *Bob the Builder* toys has a little bit of everything. From preschool toys and battery-operated ride-ons, to more fun with radio control and beyond, Learning Curve offers a variety of fun play time toys to make your child the foreman of any construction yard.

Scrambler and Scoop, two key members of the Can-Do Crew, are featured in innovative new toys for 2007. The R/C Super Stunt Wheelie Scrambler lets kids perform extreme driving tricks with this brand new R/C vehicle. Scoop lends a hand with the new Lift & Load Scoop, a realistic heavy-duty toy that actually moves and makes construction sounds. And three new ride-ons let kids motor around Bobsville in style!

Highlights for 2007 include:

Bob the Builder Preschool Play

R/C Super Stunt Wheelie Scrambler

Featuring fun, interactive, radio control play, preschoolers have the opportunity to bring Scrambler's adventures home with Learning Curve's new Super Stunt Wheelie Scrambler toy. This toy inspires hours of fun play, featuring exciting wheelie-tricks such as the wheelie spin & riding wheelie. Kids can also make Super Stunt Wheelie Scrambler spin, drive, talk and play music with its simple remote control. **Ages 3 and up. SRP: \$29.99**

(more)

Lift & Load Scoop

Scoop is Bob's most trusted helper, and kids can now bring him to life with Lift & Load Scoop. The front scoop and backhoe move with multiple points of articulation to create realistic construction play. This rugged, all-purposed vehicle has tough rubber wheels that make noise while in motion and is designed to withstand indoor and outdoor play. **Ages 2 and up. SRP: \$19.99**

Bob the Builder Ride-Ons

Sit and Scoot Scoop

Sit and Scoot Scoop is a sturdy riding toy that kids can actually steer! This ride-on features a front-loading scoop that raises and lowers to pick up items, a squeaking horn and storage under the seat. Toddlers will love the bright yellow Scoop, and parents will appreciate the sturdy walker bar that helps to develop balance and walking skills. **Ages 18 months and up. SRP: \$39.99**

Battery-Operated Ride-On Scrambler

"Let's Scram!" Kids will love climbing aboard the most fun-loving, enthusiastic member of Bob's Machine Team: Scrambler! Scrambler is a battery-operated steerable ride-on that drives at a speed safe for preschool age children. The vehicle moves in forward and reverse, features an auto-brake safety system and has an extra wide wheel base for stability. **Ages 18 months and up. SRP: \$119.00**

Battery-Operated Ride-On Scoop

Kids will love to "motor" around on this battery-operated Scoop ride on. More than just a vehicle, kids can operate the front loader and backhoe for realistic construction fun! A button panel controls lights, music, sounds and Scoop's voice. This ride-on is a must-have for any *Bob the Builder* fan! **Ages 18 months and up. SRP: \$199.99**

About RC2 Corporation

RC2 Corporation (www.rc2.com) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant care products that are targeted to consumers of all ages. RC2's infant, toddler and preschool products are marketed under its Learning Curve® (www.learningcurve.com) family of brands which includes The First Years® by Learning Curve and Lamaze brands as well as popular and classic licensed properties such as *Thomas & Friends*, *Bob the Builder*, *Winnie the Pooh*, John Deere, *Nickelodeon* and *Sesame Street*. RC2 markets its boys' toys and collectible products under the Johnny Lightning® (www.johnnylightning.com) and Ertl®, (www.ertl.com) brands. RC2 reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, and Asia Pacific.

(more)

About Bob the Builder™

Bob the Builder and his machine team are ready to tackle any project. As they hammer out the solutions that lead to a job well done, Bob and the can-do crew demonstrate the power of positive-thinking, problem-solving, teamwork and follow-through. Most importantly, from start to finish, the team always shows that *The Fun Is In Getting It Done!* *Bob the Builder* is produced by HOT Animation and can be seen building, digging and hauling on PBS KIDS® and PBS KIDS SproutSM. For more information about *Bob the Builder*, and the can-do crew please visit www.bobthebuilder.com.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners since June 2005, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes internationally renowned children's properties, such as *Bob the Builder*TM, *Barney*TM, *Thomas & Friends*TM, *Pingu*TM, *Rubbadubbers*TM and *Angelina Ballerina*TM. HIT acts as a representative for *The Wiggles*® in the UK, US and Canada and as worldwide representative for The Jim Henson Company's library of classic family brands, including *Fraggle Rock*TM. HIT also owns the Guinness World RecordsTM publishing and television property and *Fireman Sam*TM, a joint venture with S4C. 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 catalog 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. For more information, visit www.hitentertainment.com.

#

#

#