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## FOR IMMEDIATE RELEASE

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## LEARNING CURVE EXPANDS ITS TAKE ALONG™ WORLD WITH ADDITIONAL LICENSED CHARACTERS AND FEATURES FOR MORE “FUN ON THE RUN”

*With the addition of Nickelodeon properties to the popular Bob the Builder and Thomas & Friends lines, Learning Curve's Take Along line of toys combine interactive play with popular preschool characters.*

**OAK BROOK, IL—(February 12, 2007)**—Kids can now bring their favorite Nick Jr.™ friends anywhere they go with the all-new Nickelodeon Take Along line from Learning Curve®! A host of exciting new playsets, die-cast vehicles and preschool favorite characters make their debut at Toy Fair 2007, designed for kids to take wherever their imaginations may lead! Building on the success of the *Thomas & Friends* Take Along and Take Along *Bob the Builder*, Learning Curve adds sought-after Nick Jr. properties, including *Dora The Explorer*, *Go, Diego, Go!*, *The Backyardigans*, *Blue's Clues* and *SpongeBob SquarePants*. In addition to the all-new Nick Jr. Take Along playsets, Learning Curve unveils new sets, vehicles & features in both the *Thomas & Friends* Take Along and Take Along *Bob* lines.

Learning Curve opens a world of portable play with these all-new Take Along lines, featuring the following Toy Fair 2007 highlights:

### **Thomas & Friends Take Along Line:**

**Thomas & Percy's Carnival Adventure:** Based on a popular *Thomas & Friends* episode, Thomas & Percy's Carnival Adventure has multiple play levels and a large full-track layout. Electronic sounds trigger as Percy and Thomas race from the top of a spiral track! Set includes a die-cast Thomas and Percy engines and features a handle and engine storage for portable fun. Simply remove the “spiral” for more fun on the run! **Ages 3 and up. SRP: \$39.99**

**Thomas Rescue Station** – The Sodor Railway is a safe place for trains to work, thanks to the Rescue Station. This playset has a complete track layout, a die-cast Sodor Rescue No. 10 truck and features rescue lights and sounds. All pieces fit inside the fold-up set for easy storage and there is a handle for fun on the run. **Ages 3 and up. SRP: \$19.99**

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**Thomas & Friends Take Along Vehicles** – Thomas has made many new friends on the Island of Sodor! These durable die-cast vehicles feature “smart magnets” and new characters including:

**Molly** - Molly is a powerful yellow engine who is both strong and sensitive. She is a hard worker who wants the other engines to think the best of her. **Ages 3 and up. SRP: \$6.99**

**Rosie** - Rosie is a feisty pink engine with a free spirit! She’s a bit of a tomboy and idolizes Thomas; she follows him wherever he goes. **Ages 3 and up. SRP: \$4.99**

**Dennis** - Dennis is a big diesel engine who will do anything to get out of working! He is constantly making up excuses to avoid doing jobs on the Railway. **Ages 3 and up. SRP: \$4.99**

**Mighty Mac** - Mighty Mac is actually two engines in one! Mighty faces one direction and Mac looks the opposite way. When they work together they are the strongest engine on the Railway. But when they disagree, they can’t go anywhere. **Ages 3 and up. SRP: \$4.99**

**James Goes Buzz Buzz** - In the popular story *James Goes Buzz Buzz*, James is stung by a bee and his nose turns bright red. This three-car set also features an exclusive bee car with moving bees and James’ tender car. **Ages 3 and up. SRP: \$12.99**

### **Bob the Builder Take Along Line:**

**Take Along Bob Building Dough Sets** -- Take Along Bob toys have always been the perfect way to enjoy *Bob the Builder* on-the-go. Now, all-new playsets let kids build with Bob like never before! Bob’s Building Dough lets kids tackle their own construction project by using their Take Along sets to mix, mold and build with the dough. New playsets for 2007 include:

**Take Along Bob Can We Dig It Dough Set** – Use dough to fix a water main break and holes in the road. Includes two cans of dough, Scoop vehicle and dough formers/accessories. **Ages 3 and up. SRP: \$9.99**

**Take Along Bob Fix ‘N Mix Factory with Building Dough** – Use dough to create tools and construction pieces that attach to the house. Vehicles can drive up a ramp and ride an elevator to the second level. Includes three tubs of dough, Dizzy vehicle and dough formers/accessories. **Ages 3 and up. SRP: \$14.99**

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**Take Along Bob Construction Site Power Dough Set** – A power extruder creates unique construction pieces from dough and a working crane lifts dough to the top floor extruder while vehicles pick up materials and drive them to the jobsite. Includes four tubs of dough, Muck vehicle, dough formers/accessories, crane, and power extruder. **Ages 3 and up. SRP: \$24.99**

**Take Along Bob Building Dough Characters & Accessories** – “Can We Build It?” “Yes We Can!” with the help of Bob’s Can-Do Crew and the new building dough accessories. Scoop, Muck, Dizzy, Lofty, Benny, and Scrambler are the latest Take Along vehicles to join the team. Each character comes with a bonus pack of building dough and a unique dough mold to start your construction creations. **Ages 3 and up. SRP: \$4.99**

**Take Along Bob Scoop Carry Case** – If your Take Along Bob collection has become too much cargo to haul, let Scoop do the work for you! The Scoop Carry Case opens up to store and display 15 Take Along vehicles and accessories. An easy-lift handle and sturdy construction lets children carry Bob and friends with them wherever they go. **Ages 3 and up. SRP: \$16.99**

### **Nick Jr. Take Along**

**Take Along Dora the Explorer Castle Set** – Dora is a princess in her very own castle set. A die-cast chariot pulled by a unicorn follows the track to escort Dora around to her spinning Starcatcher and across the working drawbridge. This set includes a Princess Dora and works with all other Take Along Nickelodeon vehicles and sets. **Ages 3 and up. SRP: \$14.99**

**Take Along Dora Adventure Set** - Take Along captures the excitement of Nick Jr.™ in Learning Curve's Dora Adventure Set. Preschoolers will enjoy hours of imaginative play in this fantasy world of adventure. The moveable Troll Bridge features pop-up Grumpy Old Troll, and Dora’s house features a special track that triggers sounds and doors to open when rolled over by her motorized jeep. Dora’s House also works as storage for easy, portable play. Includes Dora and Boots in a die-cast jeep, a full set of track and lots of play features. **Ages 3 and up. SRP: \$34.99**

**Take Along Dora the Explorer Jeep with Boots** – Dora loves to drive her Jeep on new adventures, and her pal Boots is tagging along for the ride! This durable die-cast vehicle features smart magnets to connect to other cars and comes with Dora, Boots and a collectible character card. **Ages 3 and up. SRP: \$4.99**

**Take Along Dora the Explorer Family Van** – Mami and Papi drive their van to get where they need to go. This die-cast van’s side door opens and closes to change the characters riding in back and features smart magnets to connect to other cars. Also includes a collectible character card. **Ages 3 and up. SRP: \$4.99**

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**Take Along Dora and Diego Pirate Ship** – Ahoy, matey! Dora and Diego set sail on nautical adventures on the high seas with their pirate ship. This die-cast vehicle has wheels on the bottom to work with any Take Along set and comes with Dora and Diego figures. Features smart magnets to connect to other vehicles and a collectible character card is included. **Ages 3 and up. SRP: \$4.99**

**Take Along Go, Diego, Go! Rainforest Rescue Set** – There are baby animals that need to be rescued and Diego is the rescuer for the job! Help him race his die-cast kayak down the winding river and off the launching pad. Once the job is done, put the kayak on the elevator to return to the Rescue Center above. Works with all other Take Along Nickelodeon vehicles. **Ages 3 and up. SRP: \$19.99**

**Take Along Go, Diego, Go! Rescue Pack Carry Case** – Diego’s Rescue Pack is always ready to come “To the rescue!” and now he can keep your Take Along Nickelodeon vehicles organized, too! The high-impact plastic Rescue Pack opens to reveal 12 vehicle storage compartments, and a handle on top allows for easy portability. **Ages 3 and up. SRP: \$12.99**

**Take Along Go, Diego, Go! Rescue Truck** – Whether an animal is in trouble in the rainforest, the desert, on a mountaintop, Diego can drive to the rescue in his Rescue Truck! When someone gets stranded in Spooky Forest or Crocodile Lake, Diego is there to save the day with his Rescue Truck. This die-cast truck has smart magnets to connect to other cars. Diego and Baby Jaguar figures sit in the front seat and a collectible character card is included. **Ages 3 and up. SRP: \$4.99**

**Take Along Blue’s Clues Fire Truck** – Clue in to the rescue with the Blue’s Clues Fire Truck! This die-cast vehicle features a movable ladder with Blue sitting on top & Joe in the driver’s seat. Smart magnets connect to other vehicles and a collectible character card is included. **Ages 3 and up. SRP: \$4.99**

**Take Along Backyardigans Super Spy Vehicle** – Super Spy Pablo from The Backyardigans is off to protect the world - and look cool while doing it in his die-cast Super Spy sports car. But it's more than ordinary automobile, press the trunk to release wings and rocket boosters for those quick getaways. Smart magnets connect to other vehicles, a Pablo figure and collectible character card are included. **Ages 3 and up. SRP: \$4.99**

**Take Along Backyardigans Pirate Ship** –The Backyardigans take their adventures to the seas with their very own pirate ship. This die-cast vehicle has wheels on the bottom to work with any Take Along set and comes with Pablo and Uniqua figures. Features smart magnets to connect to other vehicles and a collectible character card is included. **Ages 3 and up. SRP: \$4.99**

**Take-Along SpongeBob SquarePants Patty Wagon** - It's a Krabby Patty on wheels! SpongeBob and Patrick figures sit inside this tasty-looking vehicle shaped like Bikini Bottom's favorite underwater delicacy. The top half of the vehicles spins, and features smart magnets to connect to other cars. Includes SpongeBob and Patrick, and a collectible character card. **Ages 3 and up. SRP: \$4.99**

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**Take Along Nick Jr. Car Carrier** – This long truck features characters from popular Nick Jr. shows and can carry four Take Along Nickelodeon vehicles – perfect for both play and storage! The die-cast cab has headlights that light up and makes electronic sounds. When ready to disembark, the truck ramp launches vehicles back into action. **Ages 3 and up.**  
**SRP: \$9.99**

#### **About RC2 Corporation**

**RC2 Corporation** ([www.rc2.com](http://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](http://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](http://www.johnnylightning.com)) and Ertl®, ([www.ertl.com](http://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.

#### **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 Sprout<sup>SM</sup>. For more information about *Bob the Builder*, and the can-do crew please visit [www.bobthebuilder.com](http://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*<sup>TM</sup>, *Barney*<sup>TM</sup>, *Thomas & Friends*<sup>TM</sup>, *Pingu*<sup>TM</sup>, *Rubbidubbers*<sup>TM</sup> and *Angelina Ballerina*<sup>TM</sup>. 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*<sup>TM</sup>. HIT also owns the Guinness World Records<sup>TM</sup> publishing and television property and *Fireman Sam*<sup>TM</sup>, 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 Sprout<sup>SM</sup>, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

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**About Nickelodeon & Viacom Consumer Products**

**Nickelodeon & Viacom Consumer Products** manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Paramount Pictures, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 27<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated basic cable network for ten consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom International Inc. (NYSE: VIA, VIA.B)

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