



HIT entertainment



For Immediate Release

FISHER-PRICE® SELECTED AS WORLD-WIDE MASTER TOY LICENSEE FOR HIT ENTERTAINMENT'S ANGELINA BALLERINA™

Toys Based on Everyone's Favorite Ballerina Will Launch Fall 2010

April 7, 2010 -- New York and London – HIT Entertainment, one of the world's leading providers of high quality children's entertainment, has selected Fisher-Price, Inc. as the global master toy licensee for *Angelina Ballerina™*. The toy line will be based on the all-new CG animated series, *Angelina Ballerina™ The Next Steps* that sees everyone's favorite aspiring prima ballerina at a school for the performing arts where she is exposed to diverse styles of music and dance. The series, which launched in September 2009, currently airs on major broadcast platforms in the US, Canada, UK, Ireland, Australia and France, and is slated to launch in 30 more countries in 2010.

Fisher-Price, a subsidiary of the world's leading toy company, Mattel, Inc., plans to develop, manufacture and market a variety of toys, dolls and role play items for girls 4 to 7 years old across the following categories:

- Figures and dolls
- Playsets, dollhouses and vehicles
- Plush toys
- Preschool toys, including electronic learning and developmental toys

The line will be produced under the Mattel brand name, with the first items scheduled to launch in the US in fall 2010 exclusively at Target and Target.com. Fisher-Price will debut its Angelina Ballerina line at mass retailers in the rest of the world starting in 2011.

"Fisher-Price is a world-class toy company and the best partner to bring creative, quality Angelina Ballerina toys to the global stage," said Jeff Dunn, President and CEO, HIT Entertainment. "Angelina Ballerina is a beloved publishing property for more than 25 years. With her new CG animated series being enthusiastically embraced by parents and children around the world, we look forward to working with Fisher-Price to create toys that will enhance the Angelina experience, and grow the long term business for this brand."

"We're always looking for innovative ways to enrich children's play experiences by helping them connect with their favourite character brands," said Kevin Curran, Senior Vice President and General Manager, Fisher-Price Brands. "Through our continued partnership with HIT Entertainment, we will enable girls to bring Angelina Ballerina to life like never before."

Angelina Ballerina™ The Next Steps is a production of HIT Entertainment and THIRTEEN in association with Nick Jr. UK and WNET.ORG. Inspired by the original best-selling children's book series by author Katharine Holabird and



illustrator Helen Craig, *Angelina Ballerina™ The Next Steps* follows the now 8-year-old Angelina as she embarks on the next stage in her life at a performing arts school, Camembert Academy. This series finds Angelina making new friends and experiencing various forms of music and dance including ballet, modern, tap, jazz, ballroom, and hip hop, as well as ethnic dances from around the world.

Angelina Ballerina The Next Steps currently broadcasts in the US (PBS KIDS), Canada (Treehouse), UK and Ireland (Nick Jr UK), France (France 5) and Australia (ABC) and is slated to launch in 30 more countries in early 2010 in Latin America, Europe, the Middle East, Africa and Asia.

About HIT Entertainment

HIT Entertainment 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, as well as *Wallace & Gromit™*, *Shaun the Sheep™*, *Timmy Time™* 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 Fisher-Price

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NASDAQ:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has an 80-year legacy of high quality toys that enhance early childhood development. Its often-emulated Play Laboratory was the first child research center of its kind in the toy industry, allowing researchers to observe the way children play and how play benefits their development. Some of the Company's best-known "classic" brands include Little People®, Power Wheels® and View-Master®. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs, nursery monitors), as well as a wide array of character-based toys inspired by high quality children's programming such as Thomas & Friends, Dora the Explorer™ and Mickey Mouse Clubhouse. The Company's web site, www.fisher-price.com provides valuable information and resources to parents.

To download artwork, please visit www.hitnewsonline.com.

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