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FOR IMMEDIATE RELEASE

Veggies Serve Up Helping Of Crafts!

The Orb Factory Limited Launches New VeggieTales Themed Craft Kits

[HALIFAX, NS - February 1, 2012] The Orb Factory Limited, a Canadian designer and manufacturer of innovative toys committed to offering products that are both educational and fun, and Big Idea Entertainment, a leading studio and producer of children's and family programming, announced today that they have partnered up to introduce the VeggieTales® collection. The new line of craft kits is inspired by Big Idea Entertainment's best selling series VeggieTales—a leading animated home video series in the US with moms of preschoolers.

With this all-new line, children will follow a numbered legend, children peel and stick sparkling foam and jewel tiles to create educational crafts featuring their favorite characters. Decorate a friendship themed jewelry box or share your beliefs repositionable stickers for your locker, notebook, mirror and more. Orb Factory kits are easy to use, mess-free, and give amazing results every time.

“We are extremely proud to now have VeggieTales® be part of our growing portfolio of brands,” says Bill Bordegon, Sales & Marketing Manager for North America. “The initial products will be available in the US and Canada starting in February 2012 and our second crop of new products shipping in June 2012.”

“As a leader in values-based entertainment, millions of families trust us, Big Idea, to consistently deliver high-quality and engaging VeggieTales® products,” said Brian Mitchell, Vice President Marketing & Licensing, Big Idea Entertainment. “The Orb Factory is the perfect partner to help us expand our mission to deliver fun VeggieTales® products that touch the lives of families and children alike.”

About The Orb Factory

The Orb Factory Limited, is a leading specialty toy company known for its popular brands, including: PlushCraft™, Curiosity Kits®, Sticky Mosaics®, My First Sticky Mosaics®, StoryCraft®, Stick'n Style®, SparkleUps® and Magnetic Mosaics®. Visit The Orb Factory website for more details: <http://www.orbfactory.com>

About Big Idea Entertainment

Big Idea Entertainment is a leading studio and producer of children's and family programming, characters, and brands. Big Idea's best-selling series VeggieTales® is a leading animated home video series in the US with moms of pre-schoolers*. Since 1993, VeggieTales® has sold 56+ million videos, 13 million books and more than 7 million CDs. VeggieTales® and Big Idea's property, 3-2-1 Penguins!®, enjoyed four seasons as top-rated series on NBC Saturday mornings, Telemundo and ION TV via the qubo® children's programming block. The studio's two theatrical releases, Jonah-A VeggieTales Movie® (2002), and Universal Pictures' and Big Idea's The Pirates Who Don't Do Anything®-A VeggieTales Movie® (2008), are distinguished among the most successful faith-based films of all time. Big Idea also maintains an extensive presence in publishing, licensing and live entertainment arenas. For more information on Big Idea, visit: www.VeggieTales.com.

*Spring 2011 Q-Score



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