



HiT entertainment



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HIT Entertainment
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HIT Entertainment is the one of the world's leading independent children's entertainment producers and rights owners with a portfolio of preschool brands including Thomas & Friends, Bob the Builder, Fireman Sam, Angelina Ballerina, Rainbow Magic, Pingu and Barney. HIT's lines of business span television and video production, publishing, consumer products licensing and live events.



Thomas & Friends™

Thomas & Friends celebrates its 65th Anniversary in 2010 with a year-long programme of marketing and retail initiatives, high impact PR stunts and an expanded consumer licensing programme with new global master toy partner Fisher Price Inc. Thomas enters a new era with the release of its first feature-length special in CGI – Hero of the Rails – in October 2009 and the debut of the new CGI series in January 2010 featuring individualized character voices for the first time.



Bob the Builder™

Bob the Builder celebrated 10 years of building success in 2009 with the launch of a new 4-D movie at Legoland Parks. In 2010, Bob turns CGI with the launch of an all new television series in April and a feature-length special, Legend of the Golden Hammer, set for release in Spring/Summer 2010. Now broadcast in every country in the world, Bob and his Can-Do crew have a stellar year ahead.



Angelina Ballerina™

In November 2009, the highly anticipated new CGI series Angelina Ballerina: The next steps, debuts on Nick Jr in the UK and expands Angelina's world with new characters, a new dancing school and into several new genres of dance.



Fireman Sam™

The all new Fireman Sam series in CGI animation launched in the UK in 2009 and is now Cartoonito's top rated preschool show. The new series introduces new destinations, new characters and more heroic and daring adventures. HIT Entertainment also appointed Character Options as its new UK Master Toy Partner.