



FOR IMMEDIATE RELEASE

JIMJAM CONTINUES TO SPREAD THE GLOBAL MAGIC

London, July 2, 2008 – Global pre-school channel JimJam, a joint venture between HIT Entertainment and Chellomedia, is set to launch on the Netherlands' largest cable operator Ziggo, as well as expand into Russia and Bulgaria in July, it was announced today by Wayne Dunsford, General Manager of JimJam.

The new Netherlands launch will take JimJam, the first dedicated pre-school channel in the region, into approximately 400,000 additional households. Combined with recent launches on CanalDigitaal and UPC, the channel will soon reach almost one million subscribers in the Netherlands, making it JimJam's single biggest new market at present.

Wayne Dunsford commented today, "JimJam is proving a huge success in the Netherlands and hitting close to one million viewers in only two months is a fantastic achievement."

JimJam is also launching into Russia and Bulgaria in July through the channel's new 'Middle East' feed. Showtime Arabia was the first to launch on this feed in April this year, while additional launches will see JimJam available in Arabic, English and Russian languages. The new feed will also expose the channel to the important South African marketplace.

JimJam is now available through three feeds – Italy, Central Eastern Europe and the Middle East and broadcasts in eleven territories across the globe, translated into ten languages - all achieved in just seven months since the channel was first launched.

Wayne Dunsford commented, "We are absolutely delighted with the impressive ongoing success of JimJam, which has increased its reach across the world at a fantastic rate. We are confident that the channel's exciting range of pre-school programming will continue to appeal and we look forward to welcoming even more cable operators to the JimJam family in the near future."

Ideally suited for children aged between 1 and 6, JimJam offers a fantastic mix of new and classic programming designed to engage, educate and provide a safe and trusted viewing environment for young children. The channel features some of the world's most beloved and trusted shows including **Thomas & Friends™**, **Bob the Builder™**, **Barney & Friends™**, **Fireman Sam™**, **Angelina Ballerina™**, **Pingu™**, **Oswald™**, **Slim Pig™** and the recently acquired – **Dougie in Disguise™**.

JimJam offers an enchanting and lively programming mix of the world's favourite animations, sing-along-fun with costume "song and dance" series, captivating storytelling, puppets and claymation. The channel also stimulates young minds by way of English language learning segments where children are introduced to basic English words and recurring learning blocks concentrating on colours, numbers and shapes.

The unveiling of JimJam in the Netherlands and the Middle East comes shortly after the late 2007, early 2008 roll out of the channel across Central Europe; while launches in Asia and Africa will follow shortly.

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Notes to Editors

About JimJam

JimJam is a pre-school television channel created for children aged 1 – 6 and their parents and carers. JimJam features a lively programming mix of the world's favourite children's television shows, sing-a-long fun, puppets, animation and captivating story-telling. The best loved and most trusted names in children's television come out to play on JimJam, including Thomas and Friends™, Bob the Builder™, Fireman Sam™ and Barney and Friends™. The channel offers children and their families a stimulating and safe environment in which kids can learn as they grow. JimJam is available in all local languages around the world. JimJam launched in Italy in 2006 on SKY Italia, broadcasting to over four million subscribers. The channel was acquired in September 2007 as part of a joint venture partnership between Chellomedia, a Liberty Global company, and HIT Entertainment, to launch and distribute JimJam internationally.

On the web: www.jimjam.tv

About Chello Zone

Chello Zone, a business unit of Chellomedia, is a leading international broadcaster, distributor and representative of thematic television channels. It has 18 offices and studios throughout Europe, Asia and Latin America. Chello Zone owns and operates nine thematic channels: Zone Reality, Zone Europa, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel and pre-school channel JimJam. Collectively, Chello Zone's channels are broadcast in over 125 countries in 23 languages. It launched a new media division, Zone 360, in 2006 to exploit content opportunities across multiple platforms. In addition, Chello Zone has a successful channel representation business and currently represents more than 30 international channels including Sparrowhawk, Turner, Hallmark, MTV, Discovery and VOOOM HD. Chello Zone's programme distribution business continues to syndicate formats, series and specials from the world's top producers.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners, 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 Fifi and the Flowertots™ in North America and Japan and acts as a worldwide representative for The Jim Henson Company's library of classic family brands and as representative for The Wiggles® in the UK. 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 catalogue of more than 1,500 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. In 2007, HIT and Chellomedia, the European content division of Liberty Global, Inc and its subsidiary ChelloZone, announced a joint venture to launch and distribute JimJam, an international pre-school TV channel (excludes the US, UK and China). For more information, visit www.hitentertainment.com