



**ROLL UP FOR WORLD PREMIERE OF *BABY ANTONIO'S CIRCUS* ON
PRESCHOOL CHANNEL JIMJAM**

London, 6th October 2009 -- Global pre-school channel JimJam, a joint venture between HIT Entertainment and Chello Zone, is pleased to announce the world premiere of new pre-school series ***Baby Antonio's Circus***, from The Wiggles Productions.

The series, which has been created by the same production team behind the hugely successful TV series *The Wiggles*, will premiere this December across all of JimJam's feeds, which air in more than 50 countries and in 10 different languages.

Baby Antonio's Circus is a live action series of three-minute shorts featuring Baby Antonio and his young friends as they show real grown-up circus performers how it's done under the Big Top. The unique programme is both the brain child of and directed by Anthony Field, the creator of *The Wiggles*, *Dorothy the Dinosaur* and *The Kingdom of Paramithi*.

He says: "It's a magical circus for children of all ages. It's a fun three minutes where you will laugh, learn physical skills and watch the costumes and colour. Circuses have entertained people all over the world and Baby Antonio's Circus will too. It's the cutest show on earth!"

"This is a truly original series from one of the best names in children's entertainment," says Preena Bhatia, JimJam's Head of Acquisitions and Planning. "We're fortunate to already list several of *The Wiggles'* productions amongst JimJam's mix of quality preschool programming, and the addition of ***Baby Antonio's Circus*** will only further strengthen our offering for young viewers around the world."

“*Baby Antonio’s Circus* is one of four exciting brands from The Wiggles Productions; we are very excited about this new series and we’re delighted to be partnering with JimJam for the series’ launch,” says The Wiggles Pty Ltd Managing Director, Mike Conway. “The Wiggles Productions is starting to roll out non-*Wiggles* branded children’s TV content that has the potential to become as globally successful as *The Wiggles*. It’s part of an overall strategic vision for the company that will see innovative TV content readily available to international audiences.”

Since its launch in 2006, JimJam has rapidly expanded across four feeds, including a Pan-European, Asian, Italian and Middle Eastern feed, and into more than 50 territories, including Poland, Russia, Hungary, Switzerland, Czech Republic, the Netherlands, Portugal, Greece, the Middle East and Singapore. It is available in ten languages and has a strong online presence with 11 localised websites via www.jimjam.tv.

JimJam is a TV channel dedicated to pre-school children aged between 1 – 6 years, and their parents and carers. JimJam is the ideal companion to parenting, providing a stimulating, fun and safe environment for young children. Its high quality programming stars some of the world’s best-loved pre-school TV characters, including *Thomas & Friends*[™]; *Bob the Builder*[™]; *Barney*[™]; *Angelina Ballerina*[™] and *Fireman Sam*[™]. Trusted, inspiring and engaging, JimJam’s shows have been specifically created to contribute to the emotional, intellectual and social development of children.

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Notes to Editors

About JimJam

JimJam is a TV channel dedicated to pre-school children aged between 1 – 6 years, and their parents and carers. Since its launch in 2006, the channel has grown rapidly, and it is now available in more than 50 countries and in 10 different languages.

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JimJam is a joint venture between leading international broadcaster and distributor Chello Zone and HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners.

For more information please visit: www.jimjam.tv

About Chello Zone

Chello Zone is a leading international broadcaster and creator of bespoke thematic television channels. Its portfolio of nine owned and operated channels includes Zone Reality, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel, the Hollywood Channel and pre-school channel JimJam*. Chello Zone channels reach audiences in over 330 million homes across 125 countries and in 23 languages. Chello Zone is a business unit of international media company Chellomedia, part of Liberty Global, Inc., the world's leading international cable operator.

*Joint venture with HIT Entertainment

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 Chapman Entertainment's *Fifi* and the *Flowertots*[™] and *Roary the Racing Car*[™] in North America and Japan, 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.