



**FOR IMMEDIATE RELEASE**

**SPROUT® SET TO DEBUT *PAJANIMALS*, AN EXCLUSIVE NEW MUSICAL SERIES FROM THE JIM HENSON COMPANY AND 4KIDS ENTERTAINMENT**

**Making its world television premiere on Sprout in November 2008, *Pajanimals* entertains and comforts preschool viewers with original, bedtime-themed songs**

**Hollywood, CA, New York, NY and Philadelphia, PA – June 2, 2008** – Pajanimals, the newest group of puppet characters from The Jim Henson Company, will premiere exclusively on PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers. The exclusive short-form live-action musical series produced by The Jim Henson Company and 4Kids Entertainment will debut in November 2008 during Sprout's signature nighttime block, *The Good Night Show*. Featuring four soft, cuddly puppets created by LA-based artist Jeff Muncy (*Pet Alien*) and designed and built by the world-famous Jim Henson's Creature Shop™, *Pajanimals* entertains and comforts preschool viewers with original, bedtime-themed songs that focus on transitional issues such as sleeping through the night and being comfortable with the lights out.

*Pajanimals* features Sweetpea Sue, a shy, smart pony who never forgets her bedtime routine of brushing her teeth, washing her face and putting on her PJs; Squacky, an excitable duck who sometimes has a hard time settling down at night; Cow Bella, a creative, well-mannered cow with an Italian accent; and Apollo, an upbeat, optimistic puppy who loves space adventures but experiences separation anxiety.

The Jim Henson Company's co-CEOs Brian Henson and Lisa Henson as well as Halle Stanford, the Company's Senior Vice President of Children's Entertainment, are executive producing the project with Muncy and Alex Rockwell (*Bear in the Big Blue House*). Music is from Michael and Patty Silversher (*Winnie the Pooh*, *Animal Jam*) with lyrics from Rockwell and Judy Rothman (*Strawberry Shortcake*). Pediatric sleep specialists, family therapists and cofounders of Sleepy Planet, Jill Spivack and Jennifer Waldburger are the content consultants on the show, lending their expertise to the bedtime themes and song lyrics which cover topics such as encouraging preschoolers to stay in bed, dealing with nightmares, and missing your parents at night.

"Every parent knows that bedtime battles are no fun for anyone and it is our hope that *Pajanimals* will help our young audience transition from daytime into a peaceful evening routine," said Lisa Henson. "PBS KIDS Sprout is an established destination for preschoolers and their adult co-viewers and is an ideal home for these new characters."

"Parents have told us that bedtime is one of the most challenging times of the day," said Andrew Beecham, senior vice president of programming at Sprout. "In response, we created our signature nighttime block, *The Good Night Show*, which helps parents wind down their kids after a busy day... and *Pajanimals* is the perfect addition to that block. The sweet, loveable characters and instantly contagious songs are sure to resonate with both preschoolers and parents alike."

In addition to *Pajanimals* airing as a short-form musical series on the Sprout linear channel, five 10-minute segments featuring professional, practical sleep advice from Spivack and Waldburger will be available for parents and caregivers of preschoolers on Sprout On Demand.

For additional information on Sprout programs or schedules, visit [SproutOnline.com](http://SproutOnline.com). To find out where Sprout is available in your area, call 1.866.9.SPROUT.

High-resolution images are available in the media gallery at <http://www.fishwithfeet.com/mediagallery.htm>.

#### **About 4Kids Entertainment**

With U.S. headquarters in New York City, regional offices for its trading card business in San Diego, California and international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global organization devoted to the creation, development, production, broadcasting, distribution, licensing and manufacturing of children's entertainment products.

Through its wholly owned subsidiaries, 4Kids produces animated television series and films, distributes 4Kids' produced or licensed animated television series for the domestic and international television and home video markets, licenses merchandising rights worldwide to 4Kids' owned or represented properties, operates Web sites to support 4Kids' owned or represented properties, and produces and markets collectible trading card games. Additionally, the Company programs and sells the national advertising time in a four-hour "4KidsTV" block which airs on nearly 200 affiliated FOX television stations Saturday mornings. Beginning in September 2008, the Company will also program and sell the national advertising time in the five-hour Saturday morning block on The CW television network.

Additional information is available on the [www.4KidsEntertainment.com](http://www.4KidsEntertainment.com) corporate web site and at the [www.4Kids.tv](http://www.4Kids.tv) game station site.

#### **About Sprout®**

PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, Sprout has become the #1 On

Demand service for younger children, generating over 400 million orders. The 24-hour digital channel, which launched in September 2005 along with the website ([SproutOnline.com](http://SproutOnline.com)), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 40 million unique households.

The network's program lineup of gold-standard, curriculum-based children's shows includes: *Sesame Street*®, *Bob the Builder*™, *Barney & Friends*™, *Thomas & Friends*™, *Angelina Ballerina*™, *Caillou*®, *The Berenstain Bears*™, *Jay Jay the Jet Plane*®, *Teletubbies*™, *Dragon Tales*™, *Pingu*™, *Make Way For Noddy*™, *The Hoobs*™, *Fifi and the Flowertots*™ and more.

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THE JIM HENSON COMPANY

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

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