

FOR IMMEDIATE RELEASE:

THE JIM HENSON COMPANY BRINGS ITS LATEST PRESCHOOL PROPERTY TO THE INTERNATIONAL MARKET

INDUSTRY VETERAN SAM EWING APPOINTED TO SPEARHEAD COMPANY'S SALES OF THE ANIMATED SERIES "SID THE SCIENCE KID" AT MIPCOM 2008

Los Angeles, California: July 24, 2008: The Jim Henson Company, an established leader in family entertainment, has appointed children's television industry veteran Sam Ewing to handle the international sales of its newest property *Sid the Science Kid*. The announcement was made today by Peter Schube, President & COO, The Jim Henson Company.

In his new position, Ewing will be responsible for overseeing the international sales effort of the acclaimed 3D animated pre-school series, *Sid the Science Kid*, debuting in the US on September 1, as part of the popular PBS KIDS® preschool destination, the hosted two-hour morning block and online destination at pbskids.org.

"Beginning with *Sid the Science Kid*, The Jim Henson Company will be rolling out several dynamic and entertaining new productions that we are confident will capture the interest of the international market," states Schube. "Sam has the longstanding relationships and extensive industry experience that will best serve these properties as we bring them to the world's top program buyers."

"This is a tremendous opportunity to join The Jim Henson Company team and lead their efforts in building international reach with their renowned programming," comments Ewing. "We look forward to presenting our new animated properties, highlighted by *Sid the Science Kid*, at MIPCOM."

Ewing's distinguished career in children's television spans program development and production to sales and marketing, working with many of the industry's most respected companies. Most recently, Ewing launched the Cartoon Consultants Group, consulting on productions and distribution for companies including EM.TV Munich, Saban Capital Group and Starz Media/Bolder Media. Prior, Ewing served as Senior Vice-President, World Wide Distribution and VP Development, for Cookie Jar Entertainment Inc. Ewing also served as Vice-President, International Co-productions and Acquisitions at Saban International. Ewing's earlier career involved roles with Ruby-Spears Productions, Worldvision Entertainment, Hanna-Barbera Productions and NBC Entertainment.

Sid the Science Kid is a new educational animated television series using comedy to promote exploration, discovery and science readiness among preschoolers. This landmark production of 40 half-hour episodes, co-produced by The Jim Henson Company and KCET/Los Angeles for PBS KIDS®.

Sid the Science Kid, The Jim Henson Company's first series for PBS KIDS that features a practical in-school science curriculum, uses music and humor to celebrate children's natural curiosity about science in everyday life. The energetic and inquisitive Sid starts each episode with a new question ("Why are my shoes shrinking?" "Why do bananas get mushy?") and embarks on a fun-filled day of finding answers with the help of family and friends. The series is created using the Henson Digital Puppetry Studio, a proprietary technology that allows the Company's world-class performers to puppeteer and voice digitally animated characters in real time creating a unique, more spontaneous and fresh result. *Sid the Science Kid* continues the Company's legacy of creating successful preschool programming such as *Fraggle Rock*, *Bear in the Big Blue House* and *Muppet Babies*.

More...

Jim Henson Company Press Release

Page 2 of 2

Sid and his school friends also host an online interactive Web site at pbskids.org/sid, which features three discovery zones, each with numerous games and activities that together encompass all of the series curricular themes. The site also features a child-friendly video player, and a book of printable activities.

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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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