

**THE JIM HENSON COMPANY: DISCOVERIES,  
THE WEINSTEIN COMPANY AND GENIUS PRODUCTS  
DEBUT AN ADORABLE STORY OF FRIENDSHIP,  
LOVE AND COURAGE**

**THE BLUE  
ELEPHANT**

**Arriving on DVD September 2<sup>nd</sup>, Animated Family Adventure Features  
An All-Star Cast Of Voices Including Martin Short And Carl Reiner**

**SANTA MONICA, CA** – A lovable young elephant journeys into the big world when the CGI animated tale *The Blue Elephant* arrives on DVD September 2<sup>nd</sup> presented by The Weinstein Company, Genius Products and The Jim Henson Company: Discoveries, the newly formed acquisitions banner that presents third party produced titles that reflect the Company's long-standing tradition of creative excellence. Produced in Thailand by Kantana Group Public Co. Ltd., *The Blue Elephant* features all-star voice talent including Emmy<sup>®</sup> Award winner\* Martin Short (*Spiderwick Chronicles*, *Santa Claus 3*), eight time Emmy<sup>®</sup> Award winner\*\* Carl Reiner ("Father of the Pride," *Ocean's Thirteen*) and Miranda Cosgrove ("iCarly," "Drake & Josh"). A heartwarming film brimming with thrilling adventure, *The Blue Elephant* is a touching story with valuable life lessons as a young elephant encounters new friends, first love, and unexpected challenges. Fun for parents and kids alike, *The Blue Elephant* DVD will be available for the suggested retail price of \$19.97.

\* 1983 – "SCTV" – Outstanding Writing in a Variety or Music Program

\*\* 1957 & 1958 – "Caesar's Hour" – Best Supporting Actor; 1962, 1963, 1964, 1965, 1966 – "The Dick Van Dyke Show" – Outstanding Writing Achievement in Comedy; 1995 – "Mad About You" – Outstanding Guest Actor in a Comedy Series

## **Synopsis:**

A young elephant goes on an extraordinary adventure and learns important lessons along the way about friendship, love and courage.

## **Basics:**

Price: \$19.97  
Street Date: July 22, 2008  
Prebook Date: September 2, 2008  
Catalog Number: 81506  
Run Time: 79 minutes  
MPAA Rating: G  
Languages: English Dolby 5.1  
Subtitles: English and Spanish  
Closed Captioned

**For artwork, please visit [www.bhimpactpress.com](http://www.bhimpactpress.com)**

## **About The Jim Henson Company: Discoveries**

The Jim Henson Company has been an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and computer graphics. The Jim Henson Company: Discoveries, is a newly created acquisitions banner, celebrating outstanding third party produced independent film, television and video productions from around the globe that embody the Company's enduring legacy. 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 post-production 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 preeminent 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 is currently in production on "Sid the Science Kid," a new science readiness animated series for preschoolers scheduled to debut on PBS in September 2008, and recently launched "Puppet Up! - Uncensored," a live puppet improvisational show that has played to sold out crowds around the world and premiered as a special on TBS. The Company has also announced the creation of Jim Henson Designs, a merchandise collection inspired by Jim Henson's earliest sketches. [www.henson.com](http://www.henson.com)

## **About Genius Products**

Genius Products, Inc. (OTCBB:GNPI), along with The Weinstein Company Holdings LLC, together owns Genius Products, LLC, a leading independent home-entertainment distribution company that produces, licenses and distributes a valuable library of motion pictures, television programming, family, lifestyle and trend entertainment on DVD and other emerging platforms through its expansive network of retailers throughout the U.S. Genius handles the distribution, marketing and sales for such brands as Animal Planet, Asia Extreme(TM), Discovery Kids(TM), Dragon Dynasty(TM), Dimension Films(TM), Entertainment Rights group companies (Entertainment Rights, Classic Media and Big Idea), ESPN®, IFC®, RHI Entertainment(TM), Sesame Workshop®, TLC, The Weinstein Company® and WWE®. Genius Products, Inc. is the managing member of Genius Products, LLC, in which it holds a 30% equity interest.

## **About The Weinstein Company**

The Weinstein Company was created by Bob and Harvey Weinstein, the brothers who founded Miramax Films Corp. in 1979. TWC is a multi-media company that officially launched on October 1, 2005. Dimension Films, the genre label that was founded in 1993 by Bob Weinstein, is also included under TWC banner. The Weinstein's are actively working on the production, development and acquisition of projects for TWC.

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**CONTACT: BENDER/HELPER IMPACT**  
(310) 473-4147  
Sarah Gumina/Tawna Boucher  
Sarah\_gumina@bhimpact.com  
Tawna\_boucher@bhimpact.com

**GENIUS PRODUCTS**  
Steve Wegner  
steve.wegner@geniusproducts.com



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" and "Pa-janimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

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The Company is currently in production on "Wilson and Ditch: Digging America," a webisode series for PBSKIDS.org featuring the Company's Emmy-winning animation technology, and the Company's Henson Alternative brand continues to produce "Puppet Up! - Uncensored," a live puppet improvisational show that runs monthly at the Avalon Hollywood. The Company has also announced the creation of The Hub, a third party licensing banner established to acquire and service global consumer products programs for external brands and entertainment properties.

<http://www.henson.com>