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THE JIM HENSON COMPANY ANNOUNCES NEW CONSUMER PRODUCTS

DIVISION HEADED BY MELISSA SEGAL

2009 Will See First Products for the Hit PBS Series, “Sid the Science Kid”

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Upcoming Henson Slate Includes “Dinosaur Train” and “The Skrumps”

HOLLYWOOD, CA, January 13, 2009 – The Jim Henson Company is relaunching its consumer products division and has appointed Melissa Segal to the new position of Senior Vice President, Global Consumer Products, it was announced today by Peter Schube, President and COO. Segal joins The Jim Henson Company from Brandolution, an innovative licensing and product development agency which she founded in 2006. For the past year, Brandolution has represented Henson, helping to build the licensing program for its hit new PBS preschool series, “Sid the Science Kid,” a co-production of The Jim Henson Company and Los Angeles-based KCET.

Along with “Sid the Science Kid,” which expects to see first products in fall 2009, properties also handled in Segal’s new division include “Dinosaur Train,” a new preschool animated series set to premiere on PBS KIDS® in fall 2009, and “The Skrumps,” an animated troupe of characters based on the successful collectible toy line. Segal’s internal group will also manage the licensing for the Company’s well-known fantasy brands including “Labyrinth,” “The Dark Crystal” and “Farscape” as well as the Company’s stable of classic properties like “Emmet Otter’s Jug Band Christmas” when the Company’s current administration agreement with HIT Entertainment expires early this year. Central to that effort will be the 1980’s puppet series “Fraggle Rock”, a fan favorite that currently has both film and television projects in development and recently had a highly successful collector DVD release. Additionally, Segal’s Brandolution agency will be renamed Brandolution JHC and become a new banner of The Jim Henson Company that will continue to represent Segal’s current, as well as new, third party licensing properties.

“This is an exciting time for our company,” said Schube. “Our wonderful new properties are driving the relaunch of a dynamic internal consumer products division that will also enable us to focus renewed attention on our classic brands. I can’t think of a more ideal executive to head this effort than Melissa, who has already been instrumental in helping us secure key partners for both ‘Sid the Science Kid’ and ‘Dinosaur Train.’ It was a great discovery to learn that Melissa already has an inherent ‘Henson sensibility’ that blends seamlessly with both our classic properties and our many projects in development. I’m personally so excited about the prospect of working with her as we grow this part of our business once again.”

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Segal has over 18 years experience as a consumer products and brand marketing specialist. During eight years at Disney Consumer Products, she worked on initiatives for such brands as "Winnie the Pooh," "101 Dalmatians" and "Toy Story," rising to the position of vice president of the U.S. toy business. Following her tenure at Disney, Segal served as senior vice president for "Mommy and Me," helping build the start-up prior to its acquisition by DIC Entertainment. In 2003, she co-founded Evergreen Concepts, an independent licensing agency which represented numerous A-level brands such as Build-A-Bear Workshop, Alvin & the Chipmunks, Little Golden Books, and Pat the Bunny. After selling Evergreen Concepts in 2005, Segal launched Brandolution in 2006.



About 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 (the rights to which are now owned by The Walt Disney Company), Henson is the recipient of over 50 Emmy Awards and nine Grammy Awards. Recent credits include "Sid the Science Kid, now airing on PBS KIDS and "Pajanimals", currently seen on Sprout. Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and the recently released direct to DVD "Unstable Fables." 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 is currently in production on 40 episodes of "Dinosaur Train," an animated preschool series teaching concepts of natural science, natural history and paleontology, set to debut on PBS KIDS in fall 2009. 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 Jim Henson Designs, a merchandise collection inspired by Jim Henson's earliest sketches, and The Jim Henson Company: Discoveries, an acquisitions banner that celebrates outstanding third party produced independent film, television and video productions from around the globe embodying the Company's enduring legacy.

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