



THE JIM HENSON COMPANY AND RC2 ANNOUNCE A NEW LICENSING PARTNERSHIP FOR DINOSAUR TRAIN

RC2's Learning Curve® Brands to Debut Product Lines in 2010

OAK BROOK, IL (February 16, 2009) – The Jim Henson Company has appointed RC2 Corporation (NASDAQ: RCRC) as the global master toy licensee for the upcoming animated series *Dinosaur Train*. Under the multi-year agreement, RC2 Corporation's Learning Curve Brands will feature a line of preschool products that will debut in the last half of 2010 and bring to life the rich and detailed world of the series.

Dinosaur Train, created for 3-6 year old children and currently in production for PBS Kids®, features a world of dinosaurs and prehistoric lands, all connected by a colorful train line known as the Dinosaur Train. Each episode is shown through the eyes of Buddy, a preschool-aged Tyrannosaurus Rex, who along with his adoptive family of pteranodons, goes for adventures on the Dinosaur Train to discover and visit with all kinds of dinosaurs while learning the basic concepts of natural science, natural history and paleontology.

Melissa Segal, The Jim Henson Company's Sr. Vice President of Global Consumer Products said, "We know that children will love getting to know Buddy, his family and the fantastical Dinosaur Train through the television adventures; and by working with a trusted brand like Learning Curve our audience will be able to extend their learning and play at home as this world is realized with detailed and imaginative products."

Peter Henseler, President of RC2 Corporation, stated, "We're excited to work with The Jim Henson Company on the development of *Dinosaur Train* products. Not only does this property

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bring together two of kids' favorite themes, but it also delivers on dinosaurs in a more entertaining and educational way than any other dinosaur property. We look forward to bringing these exciting new products to market in 2010."

(more)

Dinosaur Train, produced by The Jim Henson Company, is co-produced with Singapore animation company BIG Communications, with the participation and assistance of the Singapore Media Development Authority. UK production and financial support is being provided by Ingenious Media.

About RC2 Corporation

RC2 Corporation (NASDAQ: RCRC, www.rc2.com) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles and infant products. RC2's infant, toddler and preschool products are marketed under its Learning Curve® (www.learningcurve.com) family of brands which includes The First Years and Lamaze brands, as well as popular and classic licensed properties such as *Thomas & Friends*, *Bob the Builder*, *Winnie the Pooh*, John Deere, Nickelodeon and *Sesame Street*. RC2 markets its youth and adult products under the Johnny Lightning (www.johnnylightning.com) and ERTL® (www.ertl.com) brands. RC2 reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia and Asia Pacific.

Forward-looking Statements

Certain statements contained in this release contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words or phrases such as "anticipate," "believe," "could," "expect," "intend," "may," "plans," "potential," "target," "should," "will," "could" and "would." Such forward-looking statements are inherently subject to known and unknown risks and uncertainties. The Company's actual results and future developments could differ materially from the results or developments expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.

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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.

www.henson.com



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