

**FOR IMMEDIATE RELEASE**



## **Classic Legacy Properties from The Jim Henson Company Now Available for Merchandise Licensing Opportunities**

Recently expired licensing agreement with HIT Entertainment, Fraggle Rock and other properties to JHC control in time for Licensing Show 2009

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**HOLLYWOOD, CA (May 11, 2009)-** The Jim Henson Company announced today that the internationally beloved property FRAGGLE ROCK will be available for merchandise licensing opportunities directly through the Company's own newly formed licensing division now that its five year agency agreement with HIT Entertainment has expired. Joining this property in the marketplace just in time for Licensing Show will be classic Henson properties LABYRINTH, DARK CRYSTAL, FARSCAPE and EMMETT OTTER'S JUG-BAND CHRISTMAS. Melissa Segal, Senior Vice President of Global Consumer Products for The Jim Henson Company will be considering potential licensees for toys, apparel, accessories, stationery, home furnishings and publishing for these fan-favorites. These properties will be part of the Henson presentation at the Licensing Show in Las Vegas on June 2<sup>nd</sup> through 4<sup>th</sup>.

These classic properties have tremendous recognition around the world and endless potential in the world of consumer products, providing fantastic opportunities for licensees and marketing partners interested in evergreen properties with incredibly strong fan bases" said Segal. "We are looking to answer demands from fans both new and old with new merchandise partners that can create a fresh, hip take on these classics across a wide product mix."

### FRAGGLE ROCK

With millions of DVDs sold and 5 international Emmy Awards, this wonderfully inventive program which hit the air waves from 1983 – 1987 with 96 original episodes was designed to entertain while encouraging an understanding and embracing of diversity. In 2005, an online petition was signed by over 30,000 fans to get FRAGGLE ROCK back into their homes. HIT Entertainment responded with the release of the first three seasons on DVD and a special collectors' editions box set of all four seasons.

### FARSCAPE

A groundbreaking sci-fi production, FARSCAPE is a global favorite. Named by TV Guide as one of television's "Best Cult Shows Ever" and by Empire Magazine as one of the "50 Greatest TV Shows of All Time," FARSCAPE is known for the overwhelming fan-based campaign that led to its miniseries production, FARSCAPE: The Peacekeeper Wars. The show has continued to find new audiences as it is available on DVD around the world as

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well as on iTunes, where it debuted as the top selling sci-fi show. Figurines and plush are also available along with the FARSCAPE comic book series which was entirely sold out five days after its first volume premiered in December 2008. Recently The Jim Henson Company launched an online t-shirt campaign to celebrate FARSCAPE'S 10<sup>th</sup> Anniversary, where sales reached close to 2000 units in its 24-hour run.

### LABYRINTH

Produced by The Jim Henson Company with creatures brought to life by Jim Henson's Creature Shop, LABYRINTH was directed by Jim Henson who worked closely with acclaimed artist and conceptual designer, Brian Froud and executive producer, George Lucas. Today, fans both young and old can find LABYRINTH collectible figurines, sculptures, and plush in stores and online. TokyoPop collaborated with The Jim Henson Company to publish manga-style graphic novels titled "Return to Labyrinth", which have continued to be top sellers in Tokyo Pop's slate. Almost thirty years since its premiere, DVD sales consistently perform well, most recently with Sony Pictures Entertainment release in 2007 as a newly restored, 2 disc anniversary edition, containing never-before-seen interviews, deleted scenes, and behind-the-scenes footage.

### DARK CRYSTAL

Jim Henson's Creature Shop worked to build both animatronics and soft puppets for DARK CRYSTAL, marking it as the first ever all-puppet full length feature. This masterful live-action fantasy continues to sell in specialty stores worldwide and on the web in a collection of figurines, sculptures, and plush. The world of the Gelflings, Mystics, and Skeksis can also be found in the exciting new manga prequel, "Legends of the Dark Crystal", published by TokyoPop in collaboration with The Jim Henson Company. Sony Pictures Entertainment released the latest edition of high performing DVDs with its 2-Disc 25th Anniversary Edition featuring never before seen footage from The Jim Henson Company archives including new commentary by Brian Froud, deleted scenes, and never-before-seen footage.

### EMMETT OTTER'S JUG-BAND CHRISTMAS

Based on a book by Russell and Lillian Hoban, and marking the first time puppets were radio controlled, this Christmas story is about Ma and Emmet Otter - a family that has little more than each other. HIT Entertainment recently released this holiday classic on DVD to celebrate the 2008 Christmas season and the stage version of Emmett Otter's Jug-Band Christmas had its world premiere in December 2008 at the Connecticut Goodspeed Theater, the only two-time Tony Award winning theatre in the United States.

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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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