

**SPROUT WELCOMES TECH-SAVVY ANIMATED ORIGINAL SERIES “DOT.”
FROM INDUSTRIAL BROTHERS AND THE JIM HENSON COMPANY,
BASED ON BOOK BY AUTHOR AND EXECUTIVE PRODUCER RANDI ZUCKERBERG**

**“Dot.” Teaches Digital Citizenship and How To Tap and Swipe Through
Interactive Adventures Beginning September 2016**

NEW YORK, NY; February 8, 2016 – Sprout, NBCUniversal Cable Entertainment's 24-hour preschool network, today announced the September 2016 premiere of “Dot.,” a new original animated series based on the popular children’s book by Randi Zuckerberg and produced by Industrial Brothers (“Yup Yups,” “Gummandos”) in association with The Jim Henson Company (“Pajanimals,” “Dinosaur Train”) and the Canadian Broadcasting Corporation.

Targeting children ages four to seven, the series follows the inquisitive and exuberant tech-savvy Dot, who embarks on hilarious adventures to satisfy her imagination, curiosity and latest passion. For a girl as curious and creative as she, there’s no better way to spend the day than outside, exploring the world with her dog, friends, and any tool or tech that will help enhance their play and exploration.

This is the first animated show for *New York Times* best-selling author Randi Zuckerberg, who is also editor-in-chief of *Dot Complicated*, a modern lifestyle community and blog, and founder & CEO of Zuckerberg Media. Dot. was born from Zuckerberg’s passion of motivating and inspiring young girls to develop an early love and appreciation for technology, math and sciences. Matthew Fernandes and Tammy Semen, of Industrial Brothers, Lisa Henson and Halle Stanford of The Jim Henson Company, and Zuckerberg will serve as Executive Producers on the project. Yalda Uhls, director of creative community partnerships at Common Sense Media and a senior research scientist at UCLA’s Children’s Digital Media Center @ LA serves as curriculum consultant. The Jim Henson Company handles all media rights for *Dot.* outside of Canada and all consumer products rights for the property worldwide.

“We couldn’t be more delighted to add Dot to our Sprout family,” says Sprout network president Sandy Wax. “She exemplifies everything Sprout believes in, starting with the way she inspires her friends and family to experience new possibilities every single day.”

Combining responsible digital engagement with her child-like imagination, Dot is well versed in electronic devices, a true child of the 21st century. Just like Sprout viewers, she’s never lived in a world without the Internet, cell phones and tablets as daily touch points. The series is meant to inspire children by showcasing the way Dot uses technology as a tool to enhance her experiences and incorporate them into her playtime.

“Dot is relatable in every sense of the word; she’s that friend we all have who is energetic, adventurous and imaginative,” says Zuckerberg. “I see no better fit than Sprout for Dot and her gaggle of friends and family. I know viewers will love the television version of Dot, just as much as they love the storybook version.”

About Sprout

Sprout is the 24-hour preschool TV network that reflects real kids and the real worlds they are growing up in. Sprout’s original programming inspires families to experience the possibilities in every single day, and includes animated series “Nina’s World,” “Ruff-Ruff, Tweet & Dave” and “Astroblast!.” Sprout’s

“Sunny Side Up” is the only morning show for preschoolers and broadcasts live from NBCU Studios in Rockefeller Plaza. Launched in 2005 and now in over 56 million US homes, Sprout is a network of NBCUniversal Cable Entertainment, a division of NBCUniversal, one of the world’s leading media and entertainment companies. Please visit sproutonline.com for additional information.

About Industrial Brothers

Industrial Brothers is a company that is focused on creating engaging content with memorable characters that tell unique stories for kids of all ages. Based in Toronto the company works closely with broadcast, production and distribution partners to develop high quality shows such as the award winning preschool series *Yup Yups* (Disney Jr.) and the YouTube exclusive boys action series *Gummandos*.

<http://www.industrialbrothers.com>

<http://www.facebook.com/industrialbrothers>

About The Jim Henson Company

The Jim Henson Company has remained an established leader in family entertainment for 60 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 *Pajanimals*, as well as the CG-animated preschool series *Doozers* and the upcoming Netflix series for young preschoolers *Word Party*. Features include *Alexander and the Terrible, Horrible, No Good, Very Bad Day*, as well as *The Dark Crystal*, *Labyrinth*, and *MirrorMask*. Television productions include *Fraggle Rock*, the sci-fi cult series *Farscape*, Henson Alternative’s *No, You Shut Up!* currently airing on Fusion, and the recent TV film *Jim Henson’s Turkey Hollow*.

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. The Company is home to Jim Henson’s Creature Shop™, a pre-eminent character-building and visual effects group with international film, television, theme park 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 is currently touring *Puppet-Up! – Uncensored*, a live puppet improvisational show.

<http://www.henson.com>

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About Randi Zuckerberg:

Randi Zuckerberg is a New York Times Bestselling Author, the founder and CEO of [Zuckerberg Media](#), a media and production company, and Editor-in-Chief of [Dot Complicated](#), an online community helping us navigate and "untangle" our wired, wonderful lives. Randi recently released her first books with HarperCollins, The New York Times Best Seller, *Dot Complicated*, which addresses the multifaceted complications of our socially transparent world, and a children’s picture book, titled *Dot*. As an early executive at Facebook, Randi created and ran the social media pioneer’s marketing programs and was nominated for an Emmy Award in 2011 for her innovative coverage of the 2010 mid-term elections. Since starting Zuckerberg Media, Randi has produced shows and digital content for PayPal, the Clinton Global Initiative, Cirque du Soleil, the United Nations, Bravo and Conde Nast, with many other projects in the works. In March 2014, Randi made her Broadway debut as Regina in *Rock of Ages*. Recently, Randi launched her own radio show “Dot Complicated with Randi Zuckerberg” on SiriusXM’s business radio

powered by the Wharton School Channel. Randi will appear as a mentor on the forthcoming show *Quit Your Day Job* airing on Oxygen.

<http://www.dotcomplicated.co>

www.facebook.com/RandiZuckerberg

www.Twitter.com/RandiZuckerberg

About Kids' CBC (Canadian Broadcast Corporation):

Kids' CBC is dedicated to creating fun and inspiring programming that will uplift and enrich Canadian children. Kids' CBC programs are available commercial-free in the morning on CBC Television, online at [Kids' CBC 1](#) and [Kids' CBC 2](#), the free TV for Me streaming app for iPad, and at YouTube.com/KidsCBC. The [CBC Parents](#) website extends the Kids' CBC experience by providing parents and caregivers fun crafts, activities and helpful information.