



JIMJAM REACHES MORE VIEWERS ACROSS ASIA WITH LAUNCH ON AORA IN INDONESIA

London, 25th August 2009 -- Global pre-school channel JimJam, a joint venture between HIT Entertainment and Chello Zone, continues its expansion in Asia with its first launch in Indonesia on the DTH platform, AORA.

AORA first launched in August 2008. Since its launch, AORA has forged ahead by being the first to bring a 24/7 coverage of the Beijing Olympics 2008, and by acquiring the rights to Barclays Premier League 2008/2009. With JimJam now being part of AORA's service, the platform is confident the channel will be well-received by the Indonesian audience. "We are proud to be the first Indonesian pay-TV platform to introduce the JimJam channel, where parents can be rest assured that their children can safely learn while having fun," says Ongki Soemarno, President Director of AORA.

"This deal with AORA is a major development for JimJam and it is the next step in our Asian expansion," says Maria Kassova, Regional Director at Chello Zone Asia-Pacific. "It's great news that children in Indonesia will now get the opportunity to be entertained by the channel's fantastic line-up of hugely popular pre-school characters and shows."

This new deal follows the recently announced transmission of a bespoke channel on Air New Zealand. Since its launch in 2006, JimJam has rapidly expanded into more than 50 territories, including Poland, Russia, Hungary, Switzerland, Czech Republic, the Netherlands, Portugal, Greece, the Middle East and Singapore. It is available in ten languages and has a strong online presence with 11 localised websites via www.jimjam.tv.

JimJam is a TV channel dedicated to pre-school children aged between 1 – 6 years, and their parents and carers. JimJam is the ideal companion to parenting, providing a stimulating, fun and safe environment for young children. Its high quality programming stars some of the world's best-loved pre-school TV characters, including *Thomas & Friends*[™]; *Bob the Builder*[™]; *Barney*[™]; *Angelina Ballerina*[™] and *Fireman Sam*[™]. Trusted, inspiring and engaging, JimJam's shows have been specifically created to contribute to the emotional, intellectual and social development of children.

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Notes to Editors

About JimJam

JimJam is a TV channel dedicated to pre-school children aged between 1 – 6 years, and their parents and carers. Since its launch in 2006, the channel has grown rapidly, and it is now available in more than 50 countries and in 10 different languages.

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JimJam is a joint venture between leading international broadcaster and distributor Chello Zone and HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners.

For more information please visit: www.jimjam.tv

About Chello Zone

Chello Zone is a leading international broadcaster and creator of bespoke thematic television channels. Its portfolio of nine owned and operated channels includes Zone Reality, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel, the Hollywood Channel and pre-school channel JimJam*. Chello Zone channels reach audiences in more than 300 million homes across 125 countries and in 23 languages. Chello Zone is a business unit of international media company Chello Media, part of Liberty Global, Inc., the world's leading international cable operator.

*Joint venture with HIT Entertainment

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Barney*[™], *Bob the Builder*[™], *Thomas & Friends*[™], *Pingu*[™], *Fireman Sam*[™], *Angelina Ballerina*[™] and *Rainbow Magic*[™]. HIT represents Chapman Entertainment's *Fifi and the Flowertots*[™] and *Roary the Racing Car*[™] in North America and Japan. HIT also acts as a worldwide representative for The Jim Henson Company's library of classic family brands and as representative for *The Wiggles*[®] in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.