



Contact: Josslynne Welch/Catherine Hughes
Litzky Public Relations
(201) 222-9118
jwelch@litzkypr.com
chughes@litzkypr.com

SID THE SCIENCE KID 2010 PRODUCT DESCRIPTIONS

Preschoolers delight in investigating the world around them with SID THE SCIENCE KID on the Emmy-nominated PBS KIDS® hit television show, and now they can bring the excitement and joy of learning with SID off the screen and into their homes. Little scientists will enjoy hours of exploration and entertainment with the new SID THE SCIENCE KID line of toys, figures and educational games from Hasbro's PLAYSKOOL brand.

The 2010 product line includes:

SID THE SCIENCE KID SID'S SUPER FAB LAB SCIENCE KIT

(Ages 3 years & up/Approx. retail price: \$29.99/Available: Fall 10)

SID'S SUPER FAB LAB SCIENCE KIT playset has everything an inquisitive preschooler needs to be a scientist like SID! This engaging set comes fully equipped with a real working light-up microscope, sized perfectly to fit young eyes and hands, so inquiring young minds can examine the included "bug" and "shell" collections as well as any of their own specimens. Activity charts encourage kids to learn about various types of shells and bugs, and a balance scale shows little scientists how to compare and contrast the weight of objects. SID'S SUPER FAB LAB SCIENCE KIT set even comes with a portable package for scientific exploration on the go! Set includes 5 activity cards, microscope, scale, and 12 specimens. Requires two "AA" batteries, not included.

SID THE SCIENCE KID TALKIN' SID THE SCIENCE KID

(Ages 3 years & up/Approx retail price: \$19.99/Available: Spring 10)

Now kids can bring their friend SID home with the lively TALKIN' SID THE SCIENCE KID plush character. This soft and loveable plush SID is 12 inches tall and comes ready to play and learn with his iconic "microphone." Squeeze his belly to hear seven different popular phrases from the series. Requires two "AA" batteries, included.

SID THE SCIENCE KID GOTTA SEE DIGITAL MAGNIFIER

(Ages 3 years & up/Approx. retail price: \$16.99/Available: Fall 10)

Look closer with the SID THE SCIENCE KID GOTTA SEE DIGITAL MAGNIFIER toy! The transparent LCD screen provides the magic of a real magnifying glass by allowing curious preschoolers to zoom in on the animated lessons. Little scientists will delight in investigating their world as SID's voice guides them through ten stimulating, unique science explorations and four separate interactive games. Requires three "AAA" batteries, included.

SID THE SCIENCE KID GOTTA KNOW MICROPHONE

(Ages 3 years & up/Approx retail price: \$12.99/Available: Spring 10)

Preschoolers can channel SID THE SCIENCE KID and ask the Big Questions with the GOTTA KNOW MICROPHONE toy. This colorful microphone, modeled after the one SID uses on the television show, features four buttons that enhance the imaginative role-play. Three buttons play familiar sounds taken straight from the

show - laughter, applause, a theme song clip and animal sounds - while the fourth creates an echo effect so kids can sound just like SID! Requires three "AAA" batteries, included.

(more...)

SID THE SCIENCE KID FIGURE WITH JOURNAL ASSORTMENT

(Ages 3 years & up/Approx retail price: \$7.99/Available: Fall 10)

Kids can share their daily discoveries and adventures with their favorite friends with this SID THE SCIENCE KID FIGURE WITH JOURNAL set. These 5" figures of the SID THE SCIENCE KID characters SID and his classmate GABRIELA each come with an activity journal to enhance and expand the learning through play experience. The SID figure carries his iconic "magnifying glass" while the GABRIELA figure features an extendable ruler. Each, sold separately, includes a 5" character figure with accessory, and a journal.

SID THE SCIENCE KID MINI PLUSH ASSORTMENT

(Ages 3 years & up/Approx retail price: \$6.99 each/Available: Spring 10)

Explore the world around you with SID THE SCIENCE KID and friends! The endearing plush assortment allows kids to bring along SID and his classmates as they investigate their surroundings. Collect all four friends and act out enriching adventures from the show! Assortment includes inquisitive SID and his classmates, the vivacious GABRIELA, lively GERALD and sweet MAY plush characters, each sold separately.

MEMORY GAME: SID THE SCIENCE KID

(Ages 3 years & up/Approx retail price: \$7.99)

Be a scientist like SID THE SCIENCE KID as you investigate the world of matching! Flip over the cards two at a time to uncover Sid, his classmates Gabriela and Gerald, and more. If you discover the most matches, you win! And since it's simple to learn and quick to set up, MEMORY® game adds more play to playtime. For 1 or more players.

#



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*.

<http://www.henson.com>

www.facebook.com/hensoncompany

www.twitter.com/hensonparents