



## THE JIM HENSON COMPANY SIGNS EUROPEAN LICENSING AGENTS TO MEET GROWING DEMAND FOR NEW AND EVERGREEN BRANDS

Los Angeles, CA (July 13, 2010) The Jim Henson Company is pleased to announce that the increasing success of its new and evergreen legacy properties has led to the signing of four new licensing agents in Europe to further drive the company's global business. New agency agreements have been signed with Alphanim, Allicom, Ignition Licensing and Rocket Licensing. The announcement was made today by Melissa Segal, SVP of Global Consumer Products for The Jim Henson Company.

**Alphanim** will represent The Jim Henson Company's pre-school brands SID THE SCIENCE KID™ and DINOSAUR TRAIN™ in France. Four-time Daytime Emmy Award®-nominee SID THE SCIENCE KID airs in France on France 5, and the broadcaster recently acquired the Parents' Choice Recommended DINOSAUR TRAIN, which is set to debut in Fall 2010.

**Allicom** has signed to represent DINOSAUR TRAIN and evergreen classic FRAGGLE ROCK™ in Denmark, Finland, Iceland, Norway and Sweden. DINOSAUR TRAIN has been licensed for broadcast to NRK Norway, YLE Finland and SVT Sweden with a fall 2010 broadcast scheduled.

In the UK, **Ignition Licensing** has signed to represent FRAGGLE ROCK, and **Rocket Licensing** has signed to represent the lifestyle brand SKATELAB®, which The Jim Henson Company also oversees under its third party banner HIP Brands.

The new agreements follow the recent announcement that The Jim Henson Company signed new licensing agents for the Pacific Asia region, including Wild Pumpkin, Medialink and Empire.

"This year is the 55<sup>th</sup> anniversary for The Jim Henson Company, and throughout, the Company has maintained a reputation for delivering outstanding properties with evergreen appeal," states Segal. "These new European licensing partners will work with us to extend these brands to new countries and develop strategic consumer products programs tailored to their markets."

DINOSAUR TRAIN is created for 3–6 year-old children and airs in the U.S. on PBS KIDS®. Global licensees for the brand, to date, are master toy licensee Learning Curve, Crayola, LLC and Hallmark Cards. New DINOSAUR TRAIN merchandise is scheduled to debut in fall 2010 in the U.S. DINOSAUR TRAIN is seen through the eyes of Buddy, a preschool-aged Tyrannosaurus Rex. Buddy and his adoptive family of Pteranodons go for adventures on the Dinosaur Train to meet all kinds of dinosaurs in different eras and learn fascinating new facts about these incredible creatures. This top rated show has enjoyed many rave reviews since its September 2009 debut and was picked by People Magazine as one of "The Year's Best New Kids' Shows."

**More...**

SID THE SCIENCE KID is created for 3–6-year-old children, and airs in the U.S. on PBS KIDS®. Hasbro is the global master toy and game licensee for the brand, and debuted its first SID THE SCIENCE KID products in the U.S. in spring 2010. The series has garnered several accolades including four Daytime Emmy® Award nominations, Common Sense Media's Best series for children 4-years old, and a Parents' Choice Silver Award. Developed to inspire a lifelong curiosity and love for learning in young children, SID THE SCIENCE KID appeals to preschoolers' instinctive quest to figure out how things work, using humor and music as key teaching tools. Sid, the show's energetic and inquisitive "star," starts each episode with a new question and embarks on a fun-filled day of finding answers, inspiring preschoolers at home to think about how to find answers to their own questions.

With five international Emmy Awards, the wonderfully inventive FRAGGLE ROCK is as popular today as it was when it premiered more than 25 years ago. In September 2009, The Jim Henson Company spearheaded a resurgence of FRAGGLE ROCK licensing programs. FRAGGLE ROCK, which will air once again this Fall on The Hub, features a diverse and quirky group of cave-dwelling creatures who live in a world where three different, yet surprisingly similar communities learn to live and work in harmony. THE FRAGGLES, who love to sing and dance and work just thirty minutes a week, are joined by their industrious neighbors, the Doozers, tiny green workers that build elaborate structures that the Fraggles find irresistibly tasty; and the Gorgs, who live in the garden above Fraggles Rock guarding their cherished radish patch. Featuring a unique mix of music, from folk, blues and gospel, to country and rock, FRAGGLE ROCK entertains and encourages an embracing and understanding of diversity.

SKATELAB, based in Simi Valley, California is termed by those who skate as the "holy grail" of skate parks. SKATELAB is also home to the "best skate shop" in the country as coined by Sports Illustrated for Kids and Fox News and is also the home of the first skateboarding museum in the country, "The Skateboarding Hall of Fame." In addition, SKATELAB is constantly featured in popular television shows, feature films, commercials and music videos as a favorite shooting location. SKATELAB has recently been extended into a global lifestyle brand aimed at Boys 6-15 featuring apparel, accessories, footwear, home furnishings, stationery and electronics.

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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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