



## News

### **COOKIE JAR NAMES NCIRCLE ENTERTAINMENT US HOME VIDEO DISTRIBUTOR**

#### **FOR IMMEDIATE RELEASE:**

TORONTO, Canada and DALLAS, TX (February 11, 2008) - Cookie Jar Entertainment has signed a multi-show home video distribution deal with NCircle Entertainment to license and distribute three of Cookie Jar's newest properties, "Magi-Nation" and "Will & Dewitt," currently airing on *Kids' WB!* on the CW, and "Hurray For Huckle!", as well as two new properties currently in production.

"Cookie Jar is thrilled to partner with NCircle Entertainment to bring children of all ages a wide variety of quality home entertainment," said Toper Taylor, President and COO of Cookie Jar Entertainment. "NCircle's strong presence in the home video market along with the television success of Cookie Jar's new shows will translate into impressive video sales."

"The global success of Cookie Jar's broadcast properties shows that their programming enjoys strong consumer appeal and demand," said Debbie Ries, Senior Vice President and General Manager, NCircle Entertainment. "This partnership opens up new opportunities to reach a wider audience and NCircle is excited to play a key role in the growth of the highly imaginative children's brands."

"Magi-Nation" follows the adventures of Tony Jones, a teenager who finds himself mysteriously transported to the magical world of the Moonlands. Here he joins two other young Magi and their Dream Creatures and sets off on the adventure of a lifetime. Magi-Nation is a multi-platform brand that extends beyond the television show. In 2008, fans will be able to enter the exciting world of Magi-Nation through an exciting online role-playing game that takes players through a fantastic adventure far beyond imagination.

"Will & Dewitt", a funny empowerment show for preschoolers, features Will, an everyday kid with an endless thirst for big kid adventure and his talking frog and personal "life coach," Dewitt. He helps guide Will toward his destiny of discovering that all things are possible. Together, they learn that with a little effort, they can make a big splash in the world.

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Inspired by the best-selling children's author Richard Scarry, who sold more than 150 million books worldwide, "Hurray For Huckle! (Busytown Mysteries)" blends humor and learning by following the lives of six unforgettable characters who try to solve everyday life mysteries in Busytown. Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo and other colorful characters are always up for a new adventure and with everyone driving their own funny vehicle, getting there is half the fun. "Hurray for Huckle! (Busytown Mysteries)" encourages young viewers to help solve life's little puzzles as they ask questions, find clues and discover answers, all from their own unique kid point-of-view.

### **About Cookie Jar Entertainment**

Cookie Jar Entertainment is a leading, global, independent producer, marketing and brand manager of such renowned children's properties as "The Doodlebops," "Will & Dewitt," "Magi-Nation" and "Hurray For Huckle!". Combining globally renowned intellectual properties with an industry-recognized management team, Cookie Jar Entertainment Inc. is a market-driven, brand building company that is committed to children first and foremost and is dedicated to the development and production of quality programming that embraces the whole child, with animated and live-action series that entertain, inspire and enlighten children and family audiences worldwide.

### **About NCircle Entertainment**

NCircle Entertainment, an Alliance Entertainment, LLC division, licenses, manufactures and distributes family and children's programming and related images for home entertainment and consumer products. Alliance maintains the largest in-stock catalog of CDs and DVDs in the U.S. -- a combined total of more than 335,000 titles. Trading partners include the major record labels and movie studios. The Company was named the 2006 Large Wholesaler of the Year by the National Association of Recording Merchandisers (NARM).

Alliance is a subsidiary of Source Interlink Companies, Inc. (NASDAQ: SORC), a media and marketing services company, one of the largest publishers of magazines and online content for enthusiast audiences and is also a leading distributor of home entertainment products, including DVDs, music CDs, magazines, games, books, and related items. With annual "run-rate" revenue in excess of \$2.5 billion, Source Interlink serves approximately 110,000 retail store locations throughout North America. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise. You can learn more about Alliance at [www.aent.com](http://www.aent.com) and Source Interlink at [www.sourceinterlink.com](http://www.sourceinterlink.com).

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