

NCircle Entertainment Acquires DVD Rights for *The Cat in the Hat Knows a Lot About That!*

Dr. Seuss' Beloved Children's Character to Star in His First-Ever Animated TV Series on PBS KIDS TV Next Year

BALTIMORE and DALLAS – September 30, 2009 – Random House Children's Entertainment, in association with Dr. Seuss Enterprises, announced today that they have signed an agreement with NCircle Entertainment to distribute a series of DVDs based on the new PBS KIDS TV series, **The Cat in the Hat Knows a Lot About That!** This marks the first time that Dr. Seuss' beloved Cat in the Hat will star in an animated TV series.

"We are thrilled about our new partnership with this iconic children's character," said Debbie Ries, senior vice president and general manager, NCircle Entertainment. "Both *The Cat in the Hat* and his creator, Dr. Seuss (Theodor Geisel), have touched the lives of families for generations. From books and movies to TV specials and Broadway musicals, Dr. Seuss not only impacted our culture, he revolutionized the teaching of beginning reading skills."

Featuring the voice of award-winning actor Martin Short, **The Cat in the Hat Knows a Lot About That!** will premiere on PBS in the fall of 2010. **The Cat in the Hat Knows a Lot About That!** features Sally and Nick, 6-year-old best friends and next door neighbors, who are transported on a magical voyage of scientific discovery. From the bottom of the sea to the top of the rainforest, they travel with the Cat in his one-of-a-kind custom vehicle, the Thinga-ma-jigger, a quintessentially Seussian contraption that can sprout wings, pontoons, booster rockets, you name it. Along for the ride are The Cat in the Hat's energetic helpers, the zany Thing One and Thing Two.

The first DVD is scheduled to hit store shelves in the fall of 2010 in conjunction with the series premiere on PBS KIDS in the US and Treehouse in Canada.

"We're excited to be associated with partners like PBS KIDS and Treehouse, both of whom have created such excellent programming for children" continued Ries. "And we're proud that **The Cat in the Hat Knows a Lot About That!** will introduce an entire new generation of children to the wonders of the natural world."

"Debbie and her crew are uniquely positioned to thrive in today's changing marketplace. With the power of the Cat in the Hat, they will be absolutely unbeatable in the retail arena" added Kate Klimo, executive director of development for Random House Children's Entertainment and vice president and publisher of Random House Children's Books.

Developed for television by Portfolio Entertainment and Collingwood O'Hare Productions, the animated preschool series is based on Random House's bestselling Beginner Book franchise, The Cat in the Hat's Learning Library, and is currently in production for 40 half-hour episodes for the first season.

ABOUT NCIRCLE ENTERTAINMENT

NCircle Entertainment, a division of Alliance Entertainment, LLC, 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. The Company was named the 2008 Large Wholesaler of the Year by the National Association of Recording Merchandisers (NARM). Alliance is a subsidiary of Source Interlink Companies, Inc., a media and marketing services company, one of the largest publishers of magazines and online content for enthusiast audiences and a leading distributor of home entertainment products, including DVDs, music CDs, magazines, video games, books, and related items. Source Interlink serves more than 100,000 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. For more about Alliance, visit www.aent.com and Source Interlink at www.sourceinterlink.com. For more about NCircle Entertainment, visit www.ncircleentertainment.com.

ABOUT RANDOM HOUSE CHILDREN'S ENTERTAINMENT, LLC

Random House Children's Entertainment, a division of Random House Children's Books, is dedicated to expanding the reach of children's stories beyond books to a variety of traditional and new media platforms. Drawing from the rich and varied library of books published by Random House, the company's mission is to create and produce quality projects for young people that will educate, enlighten, and entertain. Random House Children's Books is the world's largest English-language children's trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to picture books and novels, the imprints of Random House Children's Books bring together award-winning authors and illustrators, world-famous franchise characters, and multimillion-copy series. Random House Children's Books is a division of Random House, Inc., whose parent company is Bertelsmann AG, a leading international media company.

ABOUT DR. SEUSS ENTERPRISES, L.P.

The primary focus of the Dr. Seuss Enterprises, L.P. is to protect the integrity of the Dr. Seuss books while expanding beyond books into ancillary areas. This effort is a strategic part of the overall mission to nurture and safeguard the relationship consumers have with Dr. Seuss characters. Theodor Seuss Geisel (Dr. Seuss) said he never wanted to license his characters to anyone who would "round out the edges." That is one of the guiding philosophies of Dr. Seuss

Enterprises. Audrey S. Geisel, the widow of Dr. Seuss, heads Dr. Seuss Enterprises as President.

ABOUT PORTFOLIO ENTERTAINMENT, INC.

Founded in 1991, Toronto-based Portfolio Entertainment is one of Canada's leading independent producers and distributors of award-winning television programs for kids, tweens, teens and adults. Founders Lisa Olfman and Joy Rosen's commitment to creative excellence, solid domestic and international relationships have propelled their programs onto the world's most prestigious television networks. The partners have won numerous television industry awards internationally including the Canadian Women Entrepreneurs award. They consistently rank in Profit Magazine's Top 100 Female Business Owners List. Portfolio's newest projects include: *The Lumber Jacks*, an animated comedy where a single dad moves his two kids from the inner city to the Yukon to pursue his dream of being a lumber jack; *HOOD*, the animated adventure/comedy about a secret society of hoodie-clad super teens; and *Chinatown Cops*, the primetime animated comedy about two self-proclaimed super-cops who dish out their own brand of ginseng-justice on a nightly basis. Portfolio's completed projects such as the animated tween comedy *Carl*² which follows the day-to-day antics of a teenage slacker and his too perfect DNA double, and *RoboRoach*, a series that elevates a lowly cockroach to super hero status, air globally. Portfolio Entertainment's distribution division has an ambitious, eclectic catalogue of over 2000 episodes of programming as well as access to some of the world's most established broadcasters and emerging new players. Portfolio Entertainment is located online at www.portfolioentertainment.com.

ABOUT COLLINGWOOD O'HARE PRODUCTIONS

Collingwood O'Hare Productions was established in 1988 by Tony Collingwood (Writer/Director) and Christopher O'Hare (MD/Producer). The company has earned a prestigious international reputation as a creator and producer of award-winning, high-quality animated series, specials and television features. In 2001, 2002 and 2004, Collingwood O'Hare won BAFTA Awards for Best Pre-School Animation for *Animal Stories*, *Eddy & The Bear* and *Yoko! Jakamoko! Toto!* Their most recent series for 7 to 12-year-olds, *The Secret Show*, was a double BAFTA winner in 2007, scooping Best Animation and Best Interactive awards. COP's other production credits include their multi-award winning debut film *Rarg*, Emmy nominated *Dr. Seuss' Daisy-Head Mayzie*, BAFTA nominated series *Dennis & Gnasher from The Beano* and *Harry & His Bucket Full of Dinosaurs*; plus *The Magic Key*, *Oscar's Orchestra*, *Pond Life*, *The King's Beard* and *Gordon the Garden Gnome*.

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