



First Will & Dewitt Titles from NCircle Entertainment Hop into National Retail Outlets this August

DVD Launch Includes Cross-Promotional Support from Procter & Gamble Kandoo Products

DALLAS, Tex. – July 21, 2008 – NCircle Entertainment today announced that two new Will & Dewitt titles, “Frog-tastic Family Fun!” and “My BFF (Best Frog Friend!),” will be released for the first time to retail outlets throughout the United States starting August 26th as part of the company’s home entertainment distribution deal with Cookie Jar Entertainment. The DVDs will be made available at the suggested retail price of \$11.99.

Currently airing on The CW4Kids programming block, Will & Dewitt appeals to a wide audience. It particularly fulfills the market needs of the bridge demographic of kids who are quickly growing out of preschool shows, yet are too young for tween programming. The series illustrates relatable milestones and first experiences by going on excursions with Will, an everyday boy with a thirst for adventure, and his trusty friend, Dewitt, a talking, morphing frog. Through their journeys, Dewitt helps Will hop into new situations and realize that all things are possible.

Through an agreement with Procter & Gamble, Cookie Jar optioned the use of the frog from Kandoo’s packaging for a central role in Will & Dewitt. Procter & Gamble’s Kandoo product line is the No. 1 toddler personal care brand in North America and Western Europe. In support of the titles’ launch, NCircle is collaborating with Procter & Gamble to share shelf space at select U.S. grocery stores for strategic promotion and placement of the DVDs alongside Kandoo products. In addition, each of the new Will & Dewitt DVDs will include a catalog featuring all of NCircle’s family and children’s home entertainment offerings with a coupon for \$1 off Procter & Gamble Kandoo products.

“We are thrilled to team up with Procter & Gamble to cross-promote Will & Dewitt DVDs with Kandoo, a global brand that is focused on empowering kids,” said Kelly McGee, Vice President of Sales, NCircle Entertainment. “This opportunity illustrates NCircle’s ongoing objective to create innovative ways to uniquely position home entertainment goods at retail.”

Both DVDs contain 60 minutes of running time with six exciting episodes that encourage children to take their first, brave leaps into new situations.

“Frog-tastic Family Fun!” synopsis

- **Double Frog Dare** - Will is double-dog-dared by a girl at school to drink a jar of pickle juice...at the same time as Dewitt is double-frog dared to perform a ridiculous series of stunts.
- **Wreckfast in Bed** - After Fred gets praise for helping out with dinner, Will decides to surprise and impress his parents with Saturday-morning breakfast in bed.
- **Trading Pluses** - Will trades a comic book for something cool on the playground...and enjoys the transaction so much, he just keeps on trading.

- **I Thank, Therefore I am** - Will's parents think he's old enough this year to write his own thank-you cards for his birthday gifts, but how can you be "grateful and sincere" for a plastic box of handkerchiefs from a crazy Great Aunt?
- **No Cause for Alarm** - Will gets his first alarm clock. The rookie clock is like an excited 4-year old, thrilled to be out of the box. Dewitt starts to get jealous. He can't believe he's competing for Will's affections with a box of springs.
- **Where There's a Will There's a Wedding** - Dad's little sister is getting married and she wants Will to be the ring boy. "What does that mean? Does this mean I'm married to the flower girl?"

“My BFF (Best Frog Friend!)” synopsis

- **My Frog Lips are Sealed** - Sam whispers a secret to Will and makes him promise not to tell. But the secret seems to have a mind of its own...
- **Stage Coached** - Will has a line in the school play. Dewitt coaches him to be the very best talking tree trunk he can be.
- **Fair Factor** - Will is finally tall enough to go on the rollercoaster at the County Fair, but he doesn't want to be.
- **Draw** - Everybody in Will's class has to draw a self-portrait for display.
- **Will Crafted Gift** - Will has to take a gift to Sam's birthday party and is excited about all the stuff in the toy catalogues until Mom sees a note in the invitation, "Nothing store-bought please!" Will has to make something himself!
- **Reading Railroad** - With his brand new library card, Will goes to the library with the family and has a day's adventure!

For more information about NCircle or to purchase Cookie Jar home entertainment, please visit www.NCircleEntertainment.com.

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 2007 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 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. You can learn more about Alliance at www.aent.com and Source Interlink at www.sourceinterlink.com.

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," "Caillou," "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.

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