



OUT OF THE BLUE ENTERPRISES UNVEILS OUT OF THIS WORLD FULL PRODUCTION SLATE!

*Award-Winning Visionaries Transform
Children's Programming with Super Why!
A Powerful New Literacy-Based Series to
Launch on PBS KIDS®*

*Newest Company's Production Line Up Includes Season Two of
Top-Rated PBS KIDS Preschool Block and All-New
Blue's Clues Specials for Nickelodeon*

New York, NY, March 14, 2007 - The sky's the limit for **Out of the Blue Enterprises**, the newest "kid" on the block and one of the most groundbreaking originators, producers and brand development visionaries in interactive children's entertainment today! The newly-launched company has already teamed up with top names in kids' programming and boasts a full production slate - right out of the starting gate. Out of the Blue creates original entertainment properties for kids and families, beginning with *Super Why!*, a highly-anticipated animated preschool series to premiere on PBS KIDS in September 2007. In addition, the company has been commissioned to produce and direct the second season of the PBS KIDS preschool programming block as well as all-new *Blue's Clues* specials for Nickelodeon.

Out of the Blue was co-founded by the creative/business team of Angela C. Santomero, an Emmy-nominated creator of *Blue's Clues*, one of the greatest success stories in children's entertainment, and Samantha Freeman, a former Nickelodeon

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executive and a veteran in the business development, brand marketing and licensing of children's content. With the powerful talents of its seasoned and award-winning team, Out of the Blue is an unsurpassed combination of educational mission and business savvy. The new company handles a broad spectrum of work, including television production and complete branding, licensing and merchandising development.

"In everything we undertake, Out of the Blue is committed to creating breakthrough, dynamic and timely educational entertainment offerings for kids, families, caregivers and teachers," said Ms. Santomero, who serves as Creator and Executive Producer of *Super Why!*

"Out of the Blue is thrilled to launch our first original program, *Super Why!*, on PBS KIDS and to get preschoolers excited about reading, asking questions and interacting with their favorite stories to solve problems," commented Ms. Freeman. "We are also pleased to further our work with such trusted names as PBS KIDS and Nickelodeon."

From its cutting-edge, interactive, engaging appeal to its colorful and empowering kid heroes, *Super Why!* is the only superhero property that boosts literacy skills through interactive fairytale adventures that encourage viewers to participate in learning through entertaining and engaging games. PBS KIDS has made a 65-episode initial commitment to the new series and the progressive, multi-platform program has received a Ready to Learn grant from the Corporation for Public Broadcasting and the U.S. Department of Education. The Ready to Learn initiative is focused on increasing literacy skills for children ages 2 to 8, especially those most at risk, through the use of multi-platform content developed using scientifically-based reading research.

The standout, imagination-stimulating series focuses on the adventures of the ever-curious and resourceful 6-year-old, *Whyatt Beanstalk*, younger brother of Jack, from "Jack and the Beanstalk," and his adorable fairytale character friends - *Red* of "Little Red Riding Hood" fame, *Littlest Pig* from "The Three Little Pigs," and *Princess Pea* of the beloved "The Princess and The Pea." They each have their own "Super Reader" alter egos and special literacy-charged super powers allowing them to jump into books to discover answers and find solutions to everyday preschooler questions and challenges. The friends live in the enchanted Storybrook Village, a three dimensional town hidden deep behind the bookshelves in the library where all of your fairytale friends live.

With its proven know-how in integrating education, entertainment and active participation among young viewers, Out of the Blue was tapped to produce and direct the second season of PBS KIDS' popular preschool programming block, featuring Miss Lori and Hooper, to debut in September 2007. With a mix of live-action and

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animation, the second season of the top-rated block will deliver engaging new lessons on literacy, science, math and art through age-appropriate topics such as instruments, animals, numbers and shapes, as well as provide opportunities for kids to connect the lessons learned back to their daily lives.

Out of the Blue also continues its ongoing relationship with Nickelodeon, most recently creating, writing and producing the new ten-episode series *Blue's Room*, which launched in January 2007 on Nick Jr., and the hour-long prime-time special "Meet Blue's Baby Brother," which premiered in August 2006 in celebration of the 10th anniversary of *Blue's Clues*. More than 3.2 million viewers (P2+) tuned in to "Meet Blue's Baby Brother," which for the very first time, melded two formats—Joe in his classic animated world of *Blue's Clues* with the puppets on *Blue's Room*. The special was also the highest-rated *Blue's Clues* primetime special in four years as well as the highest-rated Nick Jr. special in three years. All-new *Blue's Room* episodes will continue to premiere throughout 2007.

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children's entertainment properties under the direction of a proven management team led by Co-Founders Angela C. Santomero, a Creator of the preschool entertainment phenomenon, *Blue's Clues*, and Samantha Freeman, a children's entertainment industry and marketing veteran. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products. In doing so, Out of the Blue stimulates the minds of kids and families, involves them in fresh and original ways and elevates their educational entertainment experiences to a whole new level.

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