



OUT OF THE BLUE ENTERPRISES PRODUCES EXCITING NEW SEASON OF TOP-RATED PBS KIDS PRESCHOOL DESTINATION!

*Third Season Introduces New Cast Members,
Spanish-Language Segments and Interactive Music Activities*

New York, NY, January 1, 2008 - Out of the Blue Enterprises has created, produced and directed an all-new third season of the popular PBS KIDS preschool destination, continuing a successful collaboration between the award-winning kids' educational producers and one of the most trusted names in programming for children, parents and teachers.

The new season, which will launch on May 19, 2008, introduces two talented teachers to the inventive mix of learning and fun. Jennifer Peña, who joins the cast as "Miss Rosa," helps young viewers learn key Spanish words and phrases while guiding them through special curriculum-based activities, while "Mr. Steve," musician Steve Roslonek, performs original and catchy songs based on the day's lessons, encouraging kids to sing and play along. Ms. Peña is a Florida certified teacher with classroom experience, fluent in Spanish, and a professional actress with credits in both film and commercials. She also leads Acting for Kids and Teens classes, private coaching and workshops. Mr. Roslonek, also known as "SteveSongs," is a veteran in the kids' music scene, with four albums to his name. He has been performing his award-winning music for kids and families for more than a decade at prestigious venues across the U.S.

Fans of the PBS KIDS preschool destination will also recognize the familiar faces of "Miss Lori" (played by Lori Holton Nash) and loveable, animated guinea pig sidekick, Hooper, who return to deliver even more engaging new preschool lessons focusing on literacy, science, math and art.

"We are very excited to continue our close partnership with PBS KIDS® in bringing even more dynamic, interactive learning and fun to children, families, caregivers and teachers from coast to coast" said Angela Santomero, Executive Producer and Founder of Out of the Blue. "In everything we undertake, Out of the Blue is committed to creating ground-breaking and timely educational entertainment offerings."

In addition to the new season of the multiplatform preschool destination, Out of the Blue also helped create and produce cutting-edge new segments for a bilingual DVD hosted by "Miss Rosa." PBS KIDS Raising Readers will issue the DVD in 10 cities across the nation in partnership with local PBS stations. The February 2008 release showcases episodes from Out of the Blue's first original program, the critically-acclaimed literacy series *Super WHY!*, as well as episodes from *WordWorld*. Engaging games and tips will make learning to read pertinent and fun.

"Out of the Blue is thrilled to get preschoolers excited about reading, asking questions and learning through the pioneering PBS KIDS Raising Readers DVD," commented Samantha Freeman, Executive Producer and Founder of Out of the Blue. "We are also pleased to further our work with PBS KIDS with a great new season of the programming block."

Out of the Blue creates original entertainment properties for kids and families, beginning with *Super WHY!*, a unique, interactive animated preschool series which launched as part of the PBS KIDS multiplatform programming destination in September 2007 to wide critical-acclaim. *Super WHY!* is the only superhero property that boosts literacy skills through interactive fairytale adventures which encourage viewers to participate in learning through entertaining and engaging games. 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 company handles a broad spectrum of work, including television production and complete branding, licensing and merchandising development.

About the PBS KIDS preschool destination:

PBS KIDS preschool destination launched in September 2006 as part of PBS KIDS Next Generation Media, an initiative to define the unique contribution public television can make in the changing digital children's media landscape. PBS KIDS Next Generation Media continues to engage in research with children, parents, teachers and caregivers and consultation with its advisory board of experts to aid in the development of the highest quality and most innovative educational and entertaining media experiences. The series within the preschool destination include

CURIOUS GEORGE, CLIFFORD THE BIG RED DOG, SUPER WHY!, and DRAGON TALES.

About Out of the Blue Enterprises

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.

About PBS KIDS and PBS KIDS GO!:

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, are committed to providing the highest quality non-commercial content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS and PBS KIDS GO! programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbs.org/teachers), PBS Ready To Learn services and literacy events across the country, PBS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 355 public television stations, serving nearly 73 million people each week and reaching 99% of American homes.

#

Press contacts:

Grand Communications, Inc.

Alison Grand

212-584-1133

alison@grandcommunications.com

Gabrielle Torello

201-678-2824

gabtpr@yahoo.com