



Super Readers Save the Day...on DVD!

Super WHY! Comes to the Rescue With its First Interactive and Literacy-Packed DVD!

***Brand New Release Features Lessons from Groundbreaking
PBS KIDS® Series and its Mighty Cast of
Loveable Fairytale Superheroes***

***"The Three Little Pigs" and "Jack and the Beanstalk"
Share Super-Sized Fun and Learning ABCs and Much More!***

New York, NY, February 14, 2008 - *Super WHY!*, the innovative and learning-rich new animated series on PBS KIDS, has launched its very first DVD featuring episodes from the colorful and super-fun literacy-powered show! With engaging characters straight from the pages of beloved fairytales, *Super WHY!* presents classic stories with a colorful twist that engages preschoolers, all while helping them learn to read and encouraging a lifelong love of books.

The exciting new DVD, available exclusively on ShopPBS.org for \$14.99, tells the unique *Super WHY!* versions of two story-time staples - "The Three Little Pigs" and "Jack and the Beanstalk" - infusing them with loads of interactive games and stories about friendship and sharing. Young viewers will love the action and relate to the stories while learning the fundamentals of reading as they come along for the ride with Super Why and his fairytale friends!

Reading is power and *Super WHY!* is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. Created

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by Out of the Blue Enterprises, and the team that brought *Blue's Clues* to life, ***SuperWHY!*** features a wealth of research-based literacy games and activities to keep pint-sized fans involved, and parents and caregivers happy! The program represents a unique approach to preschool educational television, featuring a team of superhero characters with literacy powers, who jump into books to find answers to everyday problems. The home viewer, the superhero sidekick, is encouraged and empowered to participate in the reading adventure by playing along. ***Super WHY!*** is produced by Out of the Blue in conjunction with Canadian-based **Decode Entertainment Inc.** and **C.O.R.E. Digital Pictures Inc.** The series has a fresh, groundbreaking multimedia aesthetic - with a winning combination of two- and three-dimensional animation formats, adorable characters and immersive environments.

"Our goal is to help preschoolers develop a lifelong love of reading and books," said Angela C. Santomero, Creator and Executive Producer of ***Super WHY!*** "And we wanted to provide parents with a show they could feel good about sharing with their children."

"We're excited about the launch of our first ***Super WHY!*** DVD," said Samantha Freeman, Executive Producer of the series and President of Brand Extensions. "Now, kids can watch their favorite super heroes again and again - and master the reading lessons while they watch!

The standout, imagination-stimulating series focuses on the adventures of four fairytale friends - the ever curious and resourceful 6-year-old *Whyatt Beanstalk* (Jack's younger brother), *Red* of "Little Red Riding Hood" fame, *Littlest Pig* from "The Three Little Pigs" and *Princess Pea* of the classic "The Princess and The Pea."

In the "Three Little Pigs" episode, Pig is building towers with blocks and Jill keeps pushing them over. The Super Readers fly into The Three Little Pigs story to have a discussion with the Big Bad Wolf himself, who certainly knows a thing or two about knocking stuff down. When all the huffing and puffing is done, Pig learns an important lesson about friendship. The episode also helps kids practice the alphabet, identify the letters W, O, L and F, rhyme using words from the "ALL" family (such as wall, fall and ball) and use opposites to change the meaning of the story.

In "Jack and The Beanstalk," Baby Joy, Whyatt's little sister, is having a giant-sized tantrum and nothing seems to calm her down. The Super Readers fly directly into the story of Jack and the Beanstalk and use their amazing powers to venture up the stalk. There they meet a huge giant - who's acting like a little baby. Whyatt learns about the soothing power of music and the story ends on a happy note. The episode teaches kids about conflict resolution and strategies for soothing others. They also use the alphabet, identify the letters A, E, N and Z, practice spelling and use the power of reading to change the story.

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Super WHY! is seen daily on the PBS KIDS preschool destination, airing nationwide (check local listings for program times in specific areas).

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, M.A. Developmental Psychology from Teachers College, Columbia University and a Creator of the preschool entertainment phenomenon, *Blue's Clues*, and Samantha Freeman, MBA from Harvard Business School and 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.

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***Soar onto Super WHY! at pbskids.org/superwhy
For art and more information visit pbs.org/pressroom***

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