



First Super WHY! Apparel Collection to Premiere for Back-to-School 2009

All-New Licensed Apparel and Accessories Based on Literacy-Powered Series From Out of the Blue to Come to the "Rescue" of Preschoolers Nationwide!

Super WHY! Children's Fashions from Kids Headquarters, Berkshire, Global Design Concept, Handcraft, H.E.R Accessories and Pan Oceanic Make their Debut

New York, NY, November 24, 2008 - *Super WHY!* fans nationwide will get to transform into their favorite literacy-powered superheroes in more exciting ways than ever when the innovative animated series from **Out of the Blue Enterprises** flies into retail stores with a *super*-stylish collection of clothes and accessories inspired by the adorable characters from the award-winning PBS KIDS® show! From t-shirts and pajamas to hats, umbrellas and sunglasses, the new *Super WHY!* collection from six children's fashion industry leaders - Master Apparel Licensee Kids Headquarters, Berkshire, Global Design Concept, Handcraft, H.E.R Accessories and Pan Oceanic - makes its debut just in time for the 2009 back-to-school season.

"We are thrilled to introduce such a comprehensive assortment of clothes and accessories for *Super WHY!*'s fashion debut," said Samantha Freeman, Co-Creator and Executive Producer of the series and President of Consumer Products for Out of the Blue. "This terrific group of licensees understands the property and its mission and is dedicated to making high quality products that help inspire kids' love of reading by bringing them even closer to the show's 'reading role model' characters."

The new range from Kids Headquarters embraces the fun of the superhero theme with caped sleepwear that will help young *Super WHY!* fans dive into their bedtime stories and drift off to sleep "in character." The debut line also includes graphic t-shirts with signature sayings from the TV show, lively patterns and fashionable styles.

Super WHY! at MAGIC/2

Also making their 2009 retail debut are cold weather accessories from Berkshire, including hats, scarves and gloves, plus rainwear such as umbrellas, raincoats and ponchos, all featuring **Super Why!** characters and familiar sayings that keep the emphasis on reading, while keeping kids warm and dry.

And rounding out the new collection are must-have basics and accessories, including backpacks and fashion purses from Global Design Concepts; underwear and socks from Handcraft Manufacturing; hair accessories, jewelry and watches from H.E.R Accessories and sunglasses from Pan Oceanic.

The new apparel and accessories add to the fast-growing range of **Super WHY!** products that now includes toys from Master Toy Licensee **Learning Curve Brands, Inc.**, a wholly owned subsidiary of **RC2 Corp.**; books from **Grosset & Dunlap**, a division of **Penguin Young Readers Group**; and DVDs from **PBS Home Video**, distributed by **Paramount Home Entertainment**.

In addition, **Disguise Inc.**, a leader in costume and dress up design, launched the first **Super WHY!** costumes for Halloween 2008.

Reading is power and **Super WHY!** is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The program represents a unique approach to preschool educational television, featuring a team of superhero characters with literacy-based powers, who jump into books to look for answers to everyday problems. The home viewer is the superhero sidekick, who is encouraged and empowered to participate in the reading adventure by playing research-based literacy games.

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." As soon as a problem arises, *Whyatt* calls his friends to the Book Club, where they transform into reading-powered superheroes: *Alpha Pig* with Alphabet Power, *Wonder Red* with Word Power, *Princess Presto* with Spelling Power, *Super Why* with the Power to Read and *Super YOU* with the Power to Help. Together, they jump into books (literally!) to find answers to everyday preschool challenges, and embark on exciting reading adventures, where they play entertaining interactive reading games to overcome obstacles and save the day.

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.

Super WHY! is seen daily on the PBS KIDS preschool destination, airing nationwide (check local listings).

Super WHY! at MAGIC/3

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 former Nickelodeon entertainment executive with extensive children's marketing experience. 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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