

Hip Hip Hooray!



Super WHY! Online Store Debuts on Ty's Toy Box

All-New Licensed Products Inspired by Popular Literacy-Powered Animated Series on PBS KIDS® Come to the Rescue of Budding Readers Everywhere!

New York, NY, November 24, 2008 - Out of the Blue Enterprises, creators of *Super WHY!*, the breakthrough, critically-acclaimed animated pre-school series on PBS KIDS®, has partnered with Brand Performance, LLC (www.brandperformance.com), the largest independent online toy destination and a leading Internet site for licensed character merchandise, to create an all-new dedicated online store for *Super WHY!* at www.TysToyBox.com. The debut range of licensed *Super WHY!* products that combine the property's lovable characters and proven approach to literacy education will be available to young fans from coast to coast beginning this month - just in time for the holiday buying season. The new joint venture effectively extends the *Super WHY!* brand and its reading-focused mission to tens of millions of fans.

"Kids and families are increasingly using the Internet to further engage with their favorite brands," said Samantha Freeman, Co-Creator and Executive Producer of the series and President of Consumer Products for Out of the Blue. "We've heard from so many consumers who were clamoring for educational and fun *Super WHY!* products and there is no better way for us to reach them than through Ty's Toy Box. Being a part of their sizable network will be instrumental in driving new awareness of the program and timely exposure to millions of additional shoppers."

"Extending the *Super WHY!* brand is key to our mission of helping more and more children learn to read," said Angela C. Santomero, Creator and Executive Producer of the series. "Our new online presence through Ty's Toy Box will make it easy for parents to find enriching, quality products designed to help take the learning-focused fun of the program beyond the TV screen."

With TysToyBox.com, *Super WHY!* found the perfect multi-channel partner to bring their online presence to life. Brand Performance retail network also includes www.AllAboardToys.com and featured brands on Amazon.com. The new *Super WHY!* store on Ty's Toy Box will showcase and make available to consumers a wide range of highly-anticipated branded books from Grosset & Dunlap, toys from Learning Curve and DVDs from PBS Home Video. In addition, Ty's Toy Box will feature exclusive consumer customized *Super WHY!* apparel. Like the award-winning series, the new offerings are designed to help inspire a lifelong love of books among budding readers and foster their connection with *Super WHY!*'s relatable characters.

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.

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

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 Brand Performance

Brand Performance (www.brandperformance.com) is an online brand management and development partner for licensed character products. Brand Performance combines a powerful retail network and extensive eCommerce capabilities in order to help companies connect their brands directly with consumers. Brand Performance is the parent company of TysToyBox.com and AllAboardToys.com, two of the fastest growing character based independent online toy stores.

About Ty's Toy Box

Ty's Toy Box, LLC (www.TysToyBox.com) is a leading multi-channel e-tailer of licensed character brands, specializing in the creation, management, marketing and fulfillment of comprehensive, dedicated marketplaces that carry the full breadth of officially licensed product available for each brand. Currently, TysToyBox.com features such popular brands as The Wiggles™, The Doodlebops™, Curious George™, Charlie and Lola™, Care Bears™, Ben 10™, Barney™, Caillou™, Max & Ruby™ and others.

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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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