

KIDTOONS CELEBRATES EARTH DAY with special compilation program of hugely popular PBS KIDS programs

SUPER WHY and WORDWORLD!

Woodland Hills, Calif. (March 25, 2009) – This April, celebrate Earth Day by learning new ways to protect the environment when **“KIDTOONS CELEBRATES EARTH DAY”** with specially themed episodes of SuperWHY! and WordWorld, along with music videos from RAGGS, SteveSongs and Franny’s Feet. Kidtoons, a family-friendly, affordable matinee movie program, will run **“KIDTOONS CELEBRATES EARTH DAY”** throughout the month at participating Kidtoons theaters.

About the Series:

- **SuperWHY!/Tiddalick the Frog:** Whyatt's mom tells him that he's wasting water. So Super Why and his friends dash into the Australian folk tale of Tiddalick the Frog and make the acquaintance of a funny amphibian and learn how important water is to the planet, along with a valuable lesson about conservation.
- **WordWorld/ W Drought:** It's a hot summer day and all the WordFriends are using water to stay cool. But all the letter W's start to disappear, and you can't have "water" without the letter W! Sheep leads the gang in the hunt to discover just who's causing the W drought.
- **WordWorld/The Rainbow Birthday Cake:** It is Frog's birthday, and Duck wants to make him a big, beautiful birthday cake frosted in the colors of the rainbow. Such a cake requires lots of cans of frosting, and Duck learns he can't just throw cans anywhere—they must be recycled.

UPDATE: At **National Amusements Theaters**, “**KIDTOONS CELEBRATES EARTH DAY**” will be playing ONE WEEKEND ONLY 4/18-4/19 at 12 noon! At all other theaters look for “**KIDTOONS CELEBRATES EARTH DAY**” every **weekend in APRIL** (theaters include Abingdon Cinemall, Allen, Atlas, Cinema Film Buying (CFB), Emagine, Marquee, Neighborhood (NCG), Cinedigm’s Pavilion Theatre, Rave Motion Pictures, Republic Theatre Group, Rivoli, Showplace and UltraStar. Check participating theatres for times at www.kidtoonfilms.com.

About Kidtoons Kidtoons specializes in bringing family-friendly movies to theatres for kids and families at weekend matinees at cineplexes around the country. With a different movie released each month, along with music videos and cartoon shorts, Kidtoons provides parents with a reliable source of kid-friendly entertainment on the big screen. To further the fun and games, KIDTOONS often gives out stickers, temporary tattoos, activity books or toys as children leave the theatre. Each movie plays every Saturday and Sunday for one month, with a new movie every month, providing year-round family entertainment.

Kidtoons partner content is delivered to theatres via satellite wherever possible via Cinedigm’s 254 site satellite network which reaches 40 states around the U.S. Recent Kidtoons movie events include *Sesame Street: Abby in Wonderland*, *Thomas the Tank Engine in The Great Discovery*, *National Geographic’s Big Summer Safari*, *Care Bears Grizzle-ly Adventures*, and *Bob the Builder: On Site - Roads and Bridges*. For a complete list of theatres showing Kidtoons, visit www.kidtoonfilms.com.

About Cinedigm Content and Entertainment, formerly known as The Bigger Picture Cinedigm Content and Entertainment is a leader in the digital distribution of entertainment targeted to specific audiences. The programs include Kidtoons, G-rated movies for kids on the weekends, world-renowned operas from the San Francisco Opera, animé films for teen and college audiences, inspirational faith-based movies, concerts and High Octane Sports. Cinedigm has released more than 60 movies digitally. For more information, visit www.kidtoonfilms.com and www.cinedigm.com.

About Cinedigm Cinedigm Digital Cinema Corp. is the global leader in fulfilling the promise of digital cinema. Its ground-breaking technology platform helps exhibitors, distributors, studios and content providers transform the consumer movie experience – by expanding theatrical features to include not only movies but also live 2-D and 3-D performances such as sporting events, concerts and gaming. The Company also enables theatres to create exhibitions and advertising opportunities targeted to specific audience groups and locations.

thereby offering new revenue opportunities for these venues. Cinedigm's leading digital cinema platform and one-of-a-kind satellite delivery operations support more than 3,700 theatres across the United States with over nine million digital showings of Hollywood features to date. www.Cinedigm.com

About WordWorld, LLC WordWorld, LLC, created by Don Moody, is a multimedia platform that engages kids through television (PBS Kids), via interactive resources, and with learning products available at Target. Through a first-of-its-kind, patent-pending learning tool, all "WordWorld" products embed words into images to enhance word recognition. WordWorld, LLC is part of the Ready To Learn Partnership (RTLTP), a public-private consortium awarded a five-year multimillion dollar grant by the US Department of Education. Members of the consortium include Chicago PBS member station WTTW and the Michael Cohen Group, an international research firm responsible for formative and summative testing of the show. For more information please visit the company's website at www.WordWorld.com/presskit <<http://www.WordWorld.com/presskit>> .

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.

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