

**PBS KIDS' CRITICALLY ACCLAIMED AND EMMY®-NOMINATED  
PRESCHOOL SERIES ARRIVES ON DVD**

***SUPER WHY!***

***JACK AND THE BEANSTALK & OTHER FAIRYTALE ADVENTURES***

**Debating July 28, 2009, DVD Includes Four Fun-Filled Episodes  
Plus Bonus Games, Videos and More**

**HOLLYWOOD, CA** – The first superhero series that helps children ages 3-6 learn to read through interactive storybook adventures makes its DVD debut when *SUPER WHY! Jack and the Beanstalk & Other Fairytale Adventures* arrives on July 28, 2009 from Out of the Blue Enterprises, PBS KIDS and Paramount Home Entertainment. “Super Why!” has received the Parents’ Choice Silver Honor Award and National Parenting Center Seal of Approval and was nominated for an Emmy® for Outstanding Preschool Children’s Series. Each episode begins behind the bookshelves of a library where four fairytale friends overcome a dilemma by looking...in a book! The friends turn into a team of literacy-powered super heroes to solve the problem and save the day while teaching children core reading fundamentals.

The *SUPER WHY! Jack and the Beanstalk & Other Fairytale Adventures* DVD includes four episodes exploring classic fairytales with a modern twist. Each episode contains multiple adventures that help children find answers to everyday preschool challenges. 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. 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 DVD also includes Interactive Games, Music Videos and Coloring Pages and will be available for the suggested retail price of \$14.99.

***SUPER WHY! Jack and the Beanstalk & Other Fairytale Adventures*** is presented in widescreen format with Dolby Digital English Stereo. The run time is 100 minutes. The DVD includes the following:

**Episodes:**

- Jack and the Beanstalk
- Princess and the Pea
- The Three Little Pigs
- Little Red Riding Hood

**Special Features:**

- Interactive Games
- Music Videos
- Printable Activities and Coloring Pages
- Resources for Parents

**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 Paramount Home Entertainment**

Paramount Home Entertainment (PHE) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. PHE is responsible for the sales, marketing and distribution of home entertainment products on behalf of various parties including: Paramount Pictures, Paramount Vantage, Paramount Classics, Paramount Famous Productions, Nickelodeon, MTV, Comedy Central, CBS and PBS and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment.

### **About PBS KIDS**

PBS KIDS is 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' programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS has earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online ([www.pbskids.org](http://www.pbskids.org)), PBS KIDS GO! ([www.pbskidsgo.org](http://www.pbskidsgo.org)), PBS Parents ([www.pbsparents.org](http://www.pbsparents.org)), PBS TeacherSource ([www.pbsteachersource.org](http://www.pbsteachersource.org)), PBS Ready To Learn services and literacy events across the country, PBS KIDS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 354 public television stations, serving nearly 90 million people each week and reaching 99% of American homes.

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**Paramount Home Entertainment has a new art website called ARC:  
<https://arc.paramount.com>**

### **Paramount Home Entertainment Contacts:**

Milady Flores, 310-528-5262, [milady\\_flores@paramount.com](mailto:milady_flores@paramount.com)

### **SUPER WHY! Jack and the Beanstalk & Other Fairytale Adventures**

Street date:	July 28, 2009
Price:	\$14.99 U.S.
Runtime:	100 minutes
U.S. Rating:	Not Rated