



Bow WOW...!

Super WHY Flies into Action this Fall on PBS KIDS with All-New Literacy-Packed Fun - AND a Brand-New Super Reader Puppy Named... *Woofster!*

***Super WHY "Unleashes" Five Reading-Powered Episodes in
"Meet Woofster Week" - Beginning September 12 on PBS KIDS®***

New York, NY - July 27, 2011 - This fall, reading gets a little furrrier with five tail-wagging new episodes of *Super WHY*, featuring an exciting new book-loving puppy pal with...Dictionary Power, Woofster! Preschoolers nationwide are in store for barking-good fun while building key literacy skills when they tune in to "Meet Woofster Week," beginning September 12 on PBS KIDS (check local listings). The top-rated, Emmy-nominated series introduces the newest Super Reader with the premiere of a never-before-seen episode each day!

"We are excited to 'wag our tails' about our newest Super Reader, Woofster!," said Angela C. Santomero, Co-Creator and Executive Producer of the series. "*Super WHY* is a great way to reinforce important literacy skills and, with the universal appeal of puppies among preschoolers, the new addition to the animated cast will help get young viewers even more excited about joining in the book-inspired fun, while they develop a life-long love of reading."

"We are thrilled to debut five brand-new episodes - along with a very endearing new Super Reader canine character - on PBS KIDS," said Samantha Freeman, Co-Creator and Executive Producer of the series. "Woofster's Dictionary Power will bring the series' effective reading-powered mix to a whole new level and we look forward to budding Super Readers everywhere embracing the latest addition to the *Super WHY* team of literacy superheroes."

In "*Super WHY: Woofster Finds a Home*," Whyatt visits a pet adoption fair in Storybrook Village where he meets a little puppy who needs a family. To help, the Super Readers travel through Woofster's very own story and a cute new Super Reader joins the team. With the help of Woofster, Super Why and the rest of the gang, young viewers will start the school year on the right "paw."

Log on to PBSKIDS.org/superwhy for "super" useful and fun online content starring Woofster and the *Super WHY* friends, including games, music videos, collectible prize cards and activities to help parents engage kids in reading! And to celebrate his arrival - just in time for "Meet Woofster Week" - Woofster will wag his tail onto the *Super WHY* website with his own character landing page and a special "doggie dictionary" feature! Also coming is an all-new fun and educational Journey to the Golden Bone game in September.

Super WHY is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. Produced by Out of the Blue Enterprises in conjunction with Canadian-based Decode Entertainment Inc. and C.O.R.E. Digital Pictures Inc., the series incorporates groundbreaking multimedia aesthetic - with a winning combination of two- and three-dimensional animation formats, adorable characters and immersive environments. *Super WHY!* is funded in part by a Ready To Learn grant from the Corporation for Public Broadcasting and the U.S. Department of Education, in partnership with PBS. The Ready To Learn initiative focuses on increasing literacy skills for children ages 2-to-8, with an emphasis on children from low-income families, through the use of multiplatform content developed with scientifically-based reading research.

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

[PBS KIDS](http://PBSKIDS.org), the number one educational media brand for children, offers all children the opportunity to explore new ideas and new worlds through television, online and community-based programs. Each quarter, more than 27 million viewers watch PBS KIDS on TV, and PBSKIDS.org, the number one kids' entertainment site for free video streaming, attracts more than 9.3 million unique visitors per month (Nielsen, NTI Q42010; comScore Video Metrix; Google Analytics). For more information on specific PBS KIDS programs supporting

literacy, science, math and more, visit [PBS.org/pressroom](https://www.pbs.org/pressroom), or follow PBS KIDS on [Twitter](https://twitter.com/pbskids) and [Facebook](https://www.facebook.com/pbskids).

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*Soar onto Super WHY! at [PBSKIDS.org/superwhy](https://www.pbskids.org/superwhy)
For art and more information visit [PBS.org/pressroom](https://www.pbs.org/pressroom)*

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