

Out of the Blue Digital Announces Debut of Latest App 'Colorforms® Revolution™', Now Available on the App Store

Debut App Joins Two Other Top New Titles Produced by Out of the Blue Digital – 'Chuggington: Terrific Trainee!' and 'Super WHY Alpha Boost' – on iPad, iPhone and iPod touch

New York, NY – March 6, 2012 – Out of Blue Enterprises, the originators, producers and developers of breakthrough interactive children's properties, is proud to announce its newest app, Colorforms® Revolution™, based on the iconic brand celebrating its 60th anniversary, is now available on the App Store for iPad, iPhone and iPod touch. Colorforms Revolution joins two other Out of the Blue Digital titles, Chuggington: Terrific Trainee! and Super WHY Alpha Boost, which launched in the fall.

Taking the children's classic to a whole new dimension in the digital space, Colorforms Revolution allows players to interact with University Games' Colorforms like never before. The new app features the instantly-recognizable aesthetic and brightly-colored Stick-Ons™ play pieces of the original Colorforms set that can be combined in endless, dynamic ways. The app takes full advantage of the exciting features and Multi-Touch capabilities of iPad, iPhone and iPod touch, and enhances play with sounds, animation, motion, themed Stick-Ons and background scenes, in addition to a unique interactive puzzleboard mode.

"We are very excited about the new Colorforms Revolution app and our other recently-launched iOS offerings, which give kids and families the opportunity to interact with and experience some of their favorite brands and characters in enriching new ways," said Samantha Freeman, Co-Founder of Out of the Blue Enterprises. "Our mission is to reach kids through approaches that are meaningful and engaging and, as media and technology become a more important element in their lives, we are committed to providing content that is top-quality, age-appropriate and, above all, entertaining."

The Colorforms Revolution App is available for free from the App Store on iPad, iPhone and iPod touch or at www.itunes.com/appstore. For more information, visit www.colorformsrevolution.com.

Based on Chuggington™, Ludorum's popular series on Disney Channel's Disney Junior programming block, and published by Starz Digital Media, the Chuggington: Terrific Trainee! app is a skill and action game that brings the series' adventures and the fun of train play to the iPhone, iPad and iPod touch. The app is available from the App Store for \$1.99 on iPhone and iPod touch and \$2.99 on iPad (HD), or at www.itunes.com/appstore.

The latest in the top-ranked Super WHY app series, which also includes the Super WHY App (#2 top grossing app in the "games: kids" and "games: educational" categories on iTunes) and Super WHY Paint!, the new Super WHY Alpha Boost app reinforces the skills of budding Super Readers as they embark on literacy-powered

adventures as their favorite character. Developed with Smashing Ideas and published by PBS, the Super WHY Alpha Boost app is available for \$2.99 from the App Store on iPhone and iPod touch or at www.itunes.com/appstore. The Emmy-nominated, top-rated Super WHY TV series airs daily on PBS KIDS.

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 and toy industry executive. The company creates breakthrough, interactive entertainment and learning-based concepts that span a variety of viable platforms, including television, digital, 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 entertainment and educational experiences to a whole new level.

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