



## **POST ALPHA-BITS AND OUT OF THE BLUE'S TOP-RATED PBS KIDS SERIES *SUPER WHY* PARTNER FOR NUTRITIOUS LEARNING FUN**

### ***A 'Powerful' Combination of Wholesome Goodness and Literacy Help All 'Super Readers' Start Their Day Off Right***

**PARSIPPANY, NJ (June 7, 2012)** – Calling all Super Readers! **Post Alpha-Bits**, the classic children's cereal that parents and kids alike have enjoyed for more than half a century, has teamed up with hit PBS KIDS TV series, **Super WHY** from Out of the Blue Enterprises. The long-term partnership with the popular reading-powered program kicks off with colorful visuals and engaging activities on each *Alpha-Bits* package, including games and cut-out character masks. The "super" new *Alpha-Bits* cereal featuring **Super WHY** will brighten up breakfast for preschoolers and families and is set to hit store shelves starting August 2012 – just in time to ensure a healthy start for back-to-school.

"We are excited to partner with the popular learning and entertainment franchise, Super WHY," stated Marketing Director, Sharon Pupel. "Their expertise on children's literacy makes them a perfect fit for the nutritious learning fun we hope to reinforce with *Alpha-Bits*, the only cereal that features all 26 letters of the alphabet."

"We're thrilled that *Super WHY* is joining forces with *Post Alpha-Bits* to help promote reading education and healthy eating to children and families nationwide," said Samantha Freeman Alpert, Co-Creator and Executive Producer of the series and Co-Founder of Out of the Blue Enterprises. "The new *Alpha-Bits* cereal lets *Super WHY* fans start their day in a truly 'super' way, as it helps them reinforce their alphabet skills at the breakfast table."

*Alpha-Bits* is a fun and wholesome breakfast choice enjoyed by American families since 1958, featuring 12 essential vitamins and minerals, 20 grams of whole grain, and the beneficial nutrients, iron, zinc, and B-vitamins that help support healthy brain development. *Alpha-Bits* provides parents with a delicious and fun way to help their kids learn while getting the nutrients they need.

This powerful combination of fun and learning also is at the heart of *Super WHY*. The standout, imagination-stimulating series focuses on the adventures of reading-powered superheroes – Super Why and his best friends Princess Presto, Wonder Red, Alpha Pig and their book-loving puppy pal, Woofster – who jump into books and save the day.

The new *Alpha-Bits* cereal featuring **Super WHY** will include two different packages – one featuring Super Why and the other showcasing Princess Presto.

### **About Super WHY**

Reading is power and *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 DHX Media, the series has a groundbreaking multimedia aesthetic – with a winning combination of two- and three-dimensional animation formats, relatable and engaging characters and immersive environments. The program represents a novel approach to preschool educational television, featuring a team of superhero characters with reading powers, who jump into books to find answers to everyday preschool challenges. For more information on *Super WHY*, visit [www.PBSKIDS.org/superwhy](http://www.PBSKIDS.org/superwhy).

### **About Post Foods, LLC**

Post has enriched the lives of consumers, bringing quality foods to the breakfast table since the company's founding in 1897. Post's portfolio of brands includes diverse offerings to meet the taste and nutritional needs of all families, including such favorites as Honey Bunches of Oats®, Pebbles®, Great Grains®, Post Shredded Wheat®, Post® Raisin Bran, Grape-Nuts®, Alpha-Bits and Honeycomb®. Post is dedicated to health and wellness, offering consumers a variety of cereal choices to meet their nutritional needs from whole grain and fiber to lower sugar offerings. For more information about Post Cereals, visit [www.PostFoods.com](http://www.PostFoods.com).

### **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, and Samantha Freeman Alpert. The company creates breakthrough, interactive entertainment and learning-based concepts that span a variety of viable platforms, including television, digital, video, apps, publishing and consumer products.

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