



FOR IMMEDIATE RELEASE:

## FISHER-PRICE, NELVANA, TREEHOUSE PRESENTS & THE LICENSING SHOP ANCHOR CONSUMER PRODUCTS LAUNCH OF TOP-RATED TREEHOUSE SERIES *GUESS WITH JESS*®

CLASSIC MEDIA PLANS FALL 2011 CONSUMER PRODUCTS ROLL OUT  
WITH #1 PRESCHOOL TOY MANUFACTURER, TOP HOME ENTERTAINMENT  
DISTRIBUTOR & LEADING CANADIAN AGENT

**NEW YORK, NY (September 16, 2010)**—Classic Media, a global media company with a portfolio of some of the world's leading family and pop-culture entertainment brands, today announced top preschool toy manufacturer **Fisher-Price**, home entertainment distributor **Nelvana Enterprises'** **Treehouse Presents**, and **The Licensing Shop, Inc.**, one of Canada's foremost licensing agencies, as anchors of the consumer products program for its popular, all-new, CGI-animated preschool television series, ***Guess with Jess*®**.

Co-produced by **Nelvana**, a **Corus Entertainment** company, *Guess with Jess* airs daily on **Treehouse** and ranks as one of the network's top shows overall and for preschoolers. The series also airs twice a week on **Télé-Québec**, as ***Joue avec Jess***.

Master toy partner Fisher-Price will debut the *Guess with Jess* line in Canada in Fall 2011, Treehouse Presents will distribute *Guess with Jess* on DVD, and The Licensing Shop is named licensing representative to oversee the brand in Canada.

"Following *Guess with Jess*'s successful launch on Treehouse, we have the dream team of Fisher-Price, Nelvana, and The Licensing Shop rolling out consumer products," said Nicole Blake, EVP, Global Marketing & Consumer Products, Classic Media. "We are excited by the enthusiastic early response to the show and look forward to bringing fans—preschoolers and their moms—new ways to explore and interact with Jess."

"We are very excited about the possibilities for *Guess with Jess* in Canada," says Steve Fowler, President of The Licensing Shop. "There is nothing like it in the marketplace and we look forward to working closely with our partners at Classic Media, Treehouse TV and Fisher-Price Canada."

### **About *Guess with Jess*®**

***Guess with Jess*®** empowers children to find the answers to their questions. In each episode, Jess, a fluffy black-and-white cat, and his farmyard friends explore the everyday world around them and learn that finding the answers to their questions can be fun.

Current *Guess with Jess* international broadcast partners include: CBeebies (UK), ABC (Australia), France 5, Disney (France, Spain, Italy and Latin America), Treehouse and Télé-Québec (Canada), TV12 (Singapore), EBS (Korea), Kids 1 (South Korea), MNET (South Africa), Cartoon Network (India and Pan Asia), CYBC (Cyprus), Canal +, Mini Mini (Poland), POP TV (Slovenia), MBC, E Vision & Al Jazeera (Middle East), YLE (Finland), NRK (Norway), Lativi (Indonesia), Cartoon Gang & True Vision (Thailand), VBC (Vietnam), TV3 (Malaysia), RTE (Ireland) and RTB (Brunei), Hop TV (Israel), RTE (Ireland) and Canal Panda (Portugal).

### **About Fisher-Price**

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (Nasdaq: MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has an 80-year legacy of high quality toys that enhance early childhood development. Its often-emulated Play Laboratory was the first child research center of its kind in the toy industry, allowing researchers to observe the way children play and how play benefits their development. Some of the Company's best-known "classic" brands include Little People™, Power Wheels™ and View-Master™. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs, nursery monitors), as well as a wide array of character-based toys inspired by high quality children's programming such as Thomas & Friends, Dora the Explorer™ and Mickey Mouse Clubhouse. The Company's web site, [www.fisher-price.com](http://www.fisher-price.com), provides valuable information and resources to parents.

### **About The Licensing Shop**

The Licensing Shop, Inc. is a Canadian-based licensing agency specializing in entertainment and merchandising brands across all media. It was founded in January 2006 by Stephen Fowler, former President of 3DO Europe, and Nancy Fowler, former Vice-President of Worldwide Licensing for Viacom Consumer Products and President of DIC Consumer Products based in Burbank California. For more information, visit <http://www.thelicensingshop.com>.

### **About Corus Entertainment**

Corus Entertainment, Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at [www.corusent.com](http://www.corusent.com).

### **About Classic Media**

Classic Media, one of the world's largest independent entertainment companies, is a leader in reinventing the classics of yesterday and creating the entertainment classics of tomorrow. The Company owns and manages a globally-recognized portfolio of well-known family and pop-culture entertainment brands, including *Casper the Friendly Ghost*®, *Where's Waldo?*®, *The Lone Ranger*®, *Lassie*®, *Postman Pat*®, and new global brands *Tinga Tinga Tales*® and *Guess with Jess*®. Big Idea, a member of the Classic Media family, is the leading faith-based studio and producer of children's programming, including the best-selling animated series, *VeggieTales*®. More than 3,600 hours of Classic Media programming is distributed in more than 170 territories worldwide and showcased in multiple formats, including TV, film, home video, consumer products, publishing, digital, and music. Visit us at <http://www.classicmedia.tv>.

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