



**SUNFLOWER PRODUCTIONS LAUNCHES "TOONS FOR TODDLERS™"
PROVIDING CANADIAN CHILDREN WITH THEIR FIRST CINEMA
EXPERIENCE**

Partners with The Licensing Shop Inc. for Content Programming

Launches with the BBC/Ragdoll property *In the Night Garden*

FOR IMMEDIATE RELEASE:

TORONTO (March 12, 2009) -- Robyn Green-Ruskin, President of Sunflower Productions and Owner of the highly successful cinema series, "Movies for Mommies" today announced the start-up of a Canadian first - "'Toons for Toddlers™."

"We have a loyal following at Movies for Mommies with an active database of over 14,000 moms across Canada," explains Robyn Green-Ruskin. "I was finding that parents were beginning to ask for regularly scheduled theatrical events for their preschoolers. About the same time I met with The Licensing Shop which specializes in managing entertainment brands and we decided it was the right time to launch 'Toons for Toddlers™."

The concept offers parents with children, aged two to five years, the opportunity to experience "going to the movies" with preschool content at a shorter viewing length of 60 minutes compared to full-length feature films. All participating theatres will turn up their lights slightly and soften the sound for little ears. Additionally Sunflower Productions plans to introduce added value features before and after the exhibition.

Sunflower Productions will handle all the theatrical operations and marketing execution while The Licensing Shop will manage the programming of content and coordination with sponsors.

Nancy Fowler, Executive Vice-President of The Licensing Shop Inc. adds, "I knew firsthand with my own toddler that there wasn't anything available that was suitable for him. The movies were too loud, too long, too dark and too scary for a 3-year-old. We are thrilled to be partnering with Sunflower Productions on this new business initiative."

'Toons for Toddlers™ officially launches with episodes from the BBC's top children's property "In the Night Garden", produced by Ragdoll Productions, as the premier event. The roll-out begins in the Greater Toronto Area on March 28 and 29, and then across Canada on April 4 and 5. 'Toons for Toddlers™ will initially launch in 15 theatres across the country including Vancouver, Saskatoon, Edmonton, Toronto, Oakville, Ottawa, Gatineau and Montreal, two of which will offer French-language.

Susanna Pollack, SVP TV Sales, Co-Productions and Children's, BBC Worldwide Americas commented, "I'm thrilled that *In the Night Garden* has been chosen as the launch title for this new initiative. The show has already touched many hearts across Canada on Treehouse TV and now, through 'Toons for Toddlers™, children have the chance to watch their favourite friends from the magical Night Garden

on the big screen.”

About Sunflower Productions:

Sunflower Productions Inc, an event planning and consulting company dedicated to meeting the needs of corporations, media and businesses of all sizes who seek to connect their brands directly with niche markets and the public through entertaining events and creative marketing. Sunflower Productions owns and operates Movies For Mommies™, Canada’s Original Parent & Baby Film Event. Launched in June of 2001 it was the first event of its kind that was Baby Friendly and geared toward entertaining parents. Movies For Mommies™ has 15 locations in Ontario, Alberta, British Columbia, Saskatchewan, and Quebec in both English and French. For more information visit www.MoviesforMommies.com and www.ToonsforToddlers.com

About The Licensing Shop Inc.

The Licensing Shop Inc. is a Toronto-based licensing agency specializing in the licensing and management of entertainment brands. 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 www.TheLicensingShop.com

About BBC Worldwide

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC’s assets for the benefit of the licence payer and invest in public service programming in return for rights. The company has seven core businesses: BBC Worldwide Channels, BBC Worldwide Content & Production, BBC Worldwide Digital Media, BBC Worldwide Global Brands, BBC Worldwide Sales & Distribution, BBC Magazines and BBC Home Entertainment. In 2007/08, BBC Worldwide generated profits of £117.7million on sales of £916.3million. In North America, BBC Worldwide has offices in New York, Los Angeles, Chicago, Toronto and Miami.

About In the Night Garden

In the Night Garden is produced by Ragdoll Productions and has been created by Andrew Davenport, who with Anne Wood created the Teletubbies. It is about a magical picture-book place that exists between waking and sleeping in a child's imagination. Words, rhymes and music carry young viewers through a happy world of loveable characters and nursery rhyme nonsense. In the Night Garden has been filmed in a real woodland setting using High Definition technology to create a compelling and fully immersive experience for young viewers.

For further information, please contact:

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