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I Can Do That! Games™ Secures Game License for Angelina Ballerina™

Award-Winning Game Developer Announces New Licensing Agreement: Welcomes Aboard Popular Preschool Television Property

Seattle, WA (September 28, 2010) – I Can Do That! Games, the award-winning Seattle-based preschool game company, has secured the game rights to the popular Angelina Ballerina™ license through a partnership with HIT Entertainment. The new Angelina Ballerina games will be available at mass and specialty retailers in Fall 2011.

The initial set of I Can Do That! Games products for Angelina Ballerina include a board game that will have kids up on their feet dancing; an Angelina Ballerina matching game; and Angelina Ballerina puzzles.

“We take a very different approach to licensing, and it’s a big reason for our success,” said Jacobe Chrisman, CEO and founder of I Can Do That! Games. “We select quality, touchstone preschool licenses and then we bring characters and story themes to life through incredibly fun, original game play. By staying true to each property, we give children and families a whole new way to engage with the brand.”

“We are excited to partner with I Can Do That! Games to bring Angelina Ballerina puzzles and games to kids and families,” said Stacey Reiner, Vice President, HIT Global Brands, The Americas. “Angelina Ballerina stands for all the positive benefits of dance including building confidence and creativity which aligns perfectly with I Can Do That! Games products.”

Angelina Ballerina, a beloved publishing property for close to three decades, is a little star with big dreams of becoming a prima ballerina. This feisty little mouse works hard to reach her goals and along the way, always learns from her mistakes. When little girls share in Angelina’s experiences, they’re inspired to go after their big dreams too. In addition to the critically acclaimed story books created by Katharine Holabird and Helen Craig, Angelina Ballerina dances her way into the hearts of young girls on PBS KIDS® in the CG-animated series, *Angelina Ballerina The Next Steps*.

About I Can Do That! Games: I Can Do That! Games foster self-confidence by giving kids a chance to discover what they can do. Favorite Dr. Seuss, Curious George, and Richard Scarry characters come to life—challenging kids to run, slide, hide, seek, sort, explore—and more! By engaging kids physically, socially, and creatively, I Can Do That! Games provide endless hours of fun for the whole family.

Founded in 2007, the Seattle-based game company has won more than 50 of the industry’s top honors, including Parents’ Choice Gold awards, Oppenheim Toy Portfolio Gold and Platinum awards, National Parenting

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Center Seal of Approval awards, and two-time finalist nominations for the coveted Toy Industry Association Toy of the Year (T.O.T.Y.) award in the Games category. I Can Do That! Games can be found in mass and specialty retail outlets nationwide.

To learn more, visit www.icandothatgames.com.

About HIT Entertainment: HIT Entertainment is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as Barney™, Bob the Builder™, Thomas & Friends™, Pingu™, Fireman Sam™, Angelina Ballerina™ and Rainbow Magic™. HIT represents Chapman Entertainment's Fifi and the Flowertots™ and Roary the Racing Car™ in North America, as well as Wallace & Gromit™, Shaun the Sheep™, Timmy Time™ and Aardman Classics from Aardman Animations. HIT also acts as representative for The Wiggles® in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS Sprout®. For more information, visit www.hitentertainment.com.