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BIG AND SMALL PLUSH TO LAUNCH IN STORE AT THE ENTERTAINER

Big and Small toy licensee, Jumbo, secures presence in largest independent retailer of toys in the UK

Kindle Entertainment today announces the launch of the first *Big and Small* plush range in store. Jumbo, the major toy licensee signed in January 2009 are producing the range of Big and Small plush based on characters from the hit CBeebies pre-school show, which will make their first appearance at The Entertainer store in Kingston from 2–20 April 2009. The launch will include a special appearance from the much loved character costumes on 18 April 2009. Jumbo will also launch Big and Small puzzles and games later in the year.

Big and Small has proved a big hit with kids and parents across the UK and airs daily on BBC 1 at 15:05pm, BBC 2 at 8:30am and CBeebies, the BBC's digital channel aimed at young children, at 15:40. The *Big and Small* licensing programme has been successfully rolling out throughout 2009 with HarperCollins securing the worldwide publishing rights and ITV DVD releasing the first DVD this Easter on 6 April 2009 (RRP £12.99). Further licensees include CYP for music downloads and CBeebies magazine.

Featuring the voices of Lenny Henry as *Big and Small*, and Imelda Staunton as Ruby and Twiba, their friends, the show aims to open children's minds to a variety of outlooks on the world. Each story revolves around the comedy of *Big and Small's* contrasting approaches to life, and so encourages young children to appreciate that people have many different ideas and opinions. *Big and Small* is a co-production between Kindle and the 3J's Productions for BBC, produced in association with Treehouse TV and Studio 100.

Anne Brogan, Founder and Director of Kindle Entertainment, comments; "The launch of the Big and Small toy range is a significant development for the brand and we are looking forward to its first appearance in store. Our licensing programme is in full swing and we are confident that we are working with the best partners to ensure that the brand receives the highest level of attention and quality that it deserves."

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Notes to editors:

About Kindle Entertainment (www.kindleentertainment.com)

Kindle Entertainment, London based independent production company produces top quality entertainment for audiences across the world. The company was founded in 2007 by industry experts Anne Brogan, formerly Head of Programming Granada Kids, and Melanie Stokes formerly, Head of Development at Granada Kids. Kindle Entertainments portfolio includes live-action comedy, *My Spy Family* which launched on Boomerang UK in September 2007 and feature film *Journey through Midnight* which goes into production in 2008. The company has a very exciting development slate including *Jinx* a live-action comedy pilot for Nickelodeon UK and commissioned drama series for both Channel 4 and BBC.

Pre-school property, *Big and Small*, began airing on CBeebies from October 2008 and is a co-production between Kindle and the 3J's Productions for BBC, produced in association with Treehouse TV and Studio 100. Kindle Entertainment also enjoyed a successful on air premiere of *Dustbin Baby*, a ninety-minute feature film on BBC One late 2008, based on the novel by best-selling author, Dame Jacqueline Wilson.