



SIMON & SCHUSTER FORGES PARTNERSHIP WITH STARZ MEDIA TO BRING 'RAGGEDY ANN & ANDY' BACK TO THE SCREEN

Beloved Children's Characters to Be Updated for 'Raggedy Adventures' Movie Series

New York, NY, and Burbank, Calif. – February 11, 2008 — Simon & Schuster Children's Publishing, one of the leading children's book publishers in the world, today announced that it has partnered with Starz Media to develop and produce a series of "Raggedy Adventures" movies. The movies, based on the publisher's "Raggedy Ann and Me!" books, will unveil a new and updated look that will target young children, exposing this new generation to characters ready to go on countless adventures and who will share the magic and power of imagination.

Starz Media is a full-service production and distribution company whose Film Roman unit produces such popular animated programs as "Wow! Wow! Wubbzy!," the Emmy[®]-winning "Eloise," as well as "The Simpsons" and "King of the Hill." The company has hired writer Joe Ansolabehere ("Recess," "Hey Arnold," "Rugrats") to create an updated "Raggedy Adventures" story that has the excitement that will appeal to today's young audiences, while retaining the characters' core values of friendliness, imagination and giving. The animated movies will be produced at Film Roman, with TV sales handled by Starz Media and DVD releases going out via Starz Media's Anchor Bay Entertainment.

Along with the "Raggedy Ann and Me!" books and the "Raggedy Adventures" movies, Russ Berrie will create a new doll based on the updated look. United Media is currently building a licensing program in support of Raggedy Ann and Me! and will release merchandise in conjunction with the videos, dolls and books this fall.

Johnny Gruelle's **RAGGEDY ANN & ANDY** stories have warmed the hearts of children for decades. While Johnny, a talented cartoonist, illustrator, and storyteller, began writing stories about Raggedy Ann as a way to entertain his ailing daughter Marcella, those stories published in memoriam went on to become an American classic. Cherished through many generations, the adventures of Raggedy Ann, a

mop-headed rag doll found in a grandmother's attic, have been shared for generations between parents and children and grandparents and grandchildren and continue to delight children of all ages.

"We knew it was only a matter of time before these classic **RAGGEDY ANN & ANDY** stories made it onto the television screen," says Mara Anastas Vice President Sales & Subsidiary Rights at Simon & Schuster Children's Publishing. "We have had tremendous success with Starz Media in the past with properties such as *Eloise* and *Wow! Wow! Wubbzy* and knew this transition would be handled properly by a premiere media company; one with passion and vision for **RAGGEDY ANN & ANDY**, which is to produce top quality entertainment."

"**RAGGEDY ANN & ANDY** is beloved by generations of young children, and we're sure the characters' positive message and fresh approach will attract today's girls and boys too," added Scott Greenberg, president and COO of Film Roman, an animation unit of Starz Media. "We've had great experiences working with established brands, as well as creating new ones, and we're looking forward to introducing a whole new generation to this venerable property."

About Starz Media

Starz Media, LLC, is a programming production and distribution company operating worldwide. It includes the Film Roman, Anchor Bay Entertainment, and Manga Entertainment brands. Its units create animated and live-action programming -- including theatrical films -- and programming created under contract for other media companies. It distributes that programming, and programming acquired from outside producers, through home video retailers, theaters, broadcasters, ad supported and premium television channels, and Internet and wireless video distributors in the US and internationally. Starz Media is an operating unit of Starz, LLC, which is a wholly owned subsidiary of Liberty Media Corporation that is attributed to Liberty Capital Group.

About United Media

RAGGEDY ANN & ANDY is licensed by United Media on behalf of Simon & Schuster Children's Publishing. **United Media (UM)** is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with Harper Collins on the best-selling publishing property *Fancy Nancy*. United Media licenses and/or syndicates other properties, including *Peanuts*, *Precious Moments*, Televisa's "El Chavo," *Mary Engelbreit*, *Dilbert*, *Iron Chef America*, *Dirty Dancing* and Jim Benton's "It's Happy Bunny" (Japan Only). United Media is an E.W. Scripps Company.

About Simon & Schuster

Simon & Schuster Children's Publishing, one of the leading children's book publishers in the world, is comprised of the following imprints: Aladdin Paperbacks, Atheneum Books for Young Readers, Libros para niños, Little Simon[®], Little Simon Inspirations[™], Margaret K. McElderry Books, Simon & Schuster Books for Young Readers, Simon Pulse, Simon Scribbles, and Simon Spotlight[®]. While maintaining an extensive award-winning backlist, the division continues to publish acclaimed and best-selling books for children of all ages. In addition to numerous Caldecott, Newbery, and National Book Award winners, Simon & Schuster publishes such high-profile properties and series as *Eloise*, *Olivia*, *Raggedy Ann & Andy*[™], *Henry & Mudge*[®], *The Hardy Boys*[®], *Nancy Drew*[®], *The Spiderwick Chronicles*, *Charles M. Schulz's Peanuts*[®], *Nickelodeon's Dora the Explorer*[®], *Blue's Clues*[®] and *SpongeBob SquarePants*[®], and Mirage studios' *Teenage Mutant Ninja Turtles*[™]. For more information

about Simon & Schuster Children's Publishing, visit our website at <http://www.SimonSaysKids.com>.

Simon & Schuster, a part of the CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, and the United Kingdom. For more information, visit our website at www.simonsays.com

CONTACTS:

Paul Crichton
Simon & Schuster Children's Publishing
212/698-2809 / paul.crichton@simonandschuster.com

Jonathan Taylor
Starz Media
818/748-4032/ jonathan.taylor@starz.com

Paul Campbell
Starz Media
212/905-4230/ paul.campbell@starz.com