



PRESS RELEASE

Zazz Seals Contract With HIT Entertainment to Manage Days Out With Thomas™

Global event and project management company Zazz Projects Ltd has renewed its contract to manage and deliver the 'Days Out With Thomas' events for HIT Entertainment in 2010, a significant year for Thomas & Friends as they celebrate their 65th anniversary.

'Days Out With Thomas' involves 30 heritage and tourist attractions across the UK playing host to large-scale family events featuring Thomas and his railway friends.

Thomas & Friends is the world's number one pre-school property and is broadcast in more than 185 territories in 30 languages around the world.

Since securing its first 'Days Out With Thomas' contract in Autumn 2007, Zazz has managed a broad-ranging programme centred on evaluating the operations and facilities at the event venues.

Zazz has also taken responsibility for the customer service element, while content has been developed to create value both for the customer, as well as the venues holding the events.

Zazz has worked to increase the experience and atmosphere at each location and instigated a number of new initiatives to bring-to-life the Thomas experience for visitors - including a series of re-enactments that involve characters, engines and visitors.

And, to mark Thomas & Friends' high profile 65th anniversary in 2010, selected venues will be hosting celebration parties and Zazz will be implementing even more competitions, marketing activity and giveaways .

Mark Braddock, a director of Zazz, which is based in Staffordshire, UK, said: "We are delighted to be on board for this milestone year and build upon the processes we have introduced over the last two years.

"Days Out With Thomas opens up the world of steam engines to a wider audience. It is a rewarding and challenging project that involves careful planning, implementation and control to ensure satisfaction not only for visitors to the events, but the venues hosting the days out too.

“All the work we have done to date has been carried out with the aim of developing the Day Out With Thomas brand and vision into a high-end event with consistency.”

Marion Cursons, Director Live Events and Attractions, HIT Entertainment, said: “We are pleased to renew our relationship with Zazz who will continue to manage and deliver Days Out With Thomas for HIT Entertainment.

“These are a highly popular element of our events and attractions business, delighting many Thomas fans and railway enthusiasts across the UK. They provide the public with an opportunity to enjoy an authentic experience on an original steam train similar to that on which the Thomas character is based.

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Press release issued by Jane Shepherd, Shepherd PR Limited.

jane@shepherd-pr.com / +44 1538 308685 /

jo@shepherd-pr.com / +44 7985 129315

www.shepherd-pr.com

Further information about HIT Entertainment:

Patricia Lodge,

Director PR & Communications, HIT Entertainment
+44 207 554 2566 / plodge@hitentertainment.com

Notes To Editors

About Zazz Projects Limited

Zazz Projects Ltd (Zazz) was launched in 2003 and offers a range of turnkey project management solutions to an international client base within the leisure, tourism and visitor attractions' market, along with the co-ordination of one-off events and their professional operation. Areas of expertise include festival and event management, operational procedures, event co-ordination, project management and the development, set-up and management of attractions world wide. Zazz is managed by directors Mark Braddock and Rosa Tahmaseb, who have wide-ranging knowledge and experience in developing, planning, delivering and operating complex events and attractions.

It is a truly 'hands-on' company, focused on working with clients and their internal teams to ensure every project is given 100 per cent attention to detail – meeting client expectations and achieving the highest standards.

To view the company's extensive portfolio and find out more about the services it offers, please log on to www.zazz-projects.com

Zazz Projects Limited
Suite 1, Uttoxeter Business Centre

Town Meadows Way, Uttoxeter
ST14 8AZ
United Kingdom

Tel + 44 (0) 1889 560676

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners, 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 and Japan, 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 SproutSM, and international preschool channel JimJam, (outside of the US, UK and China).

For more information, visit www.hitentertainment.com