



**FOR IMMEDIATE RELEASE:**



## **MOE AND THE BIG EXIT**

**AMERICA'S FAVORITE VEGGIES SLIP INTO THEIR BOOTS AND SPURS FOR A ROOTIN' TOOTIN' BIBLE ADVENTURE ...**

FRANKLIN, TN (January 8, 2007) -- Slip on your boots, round up the horses, and lasso in some learnin'! Everyone's favorite vegetables are ready to have some cowboy fun as Big Idea's VeggieTales offers a unique and highly entertaining twist on the classic story of Moses and the Exodus! The brand new DVD, *Moe and the Big Exit*, featuring Larry the Cucumber in the lead role, turns the story of Moses into a rootin' tootin' adventure filled with fun special features and a brand new silly song. Priced at \$14.99, the new release will mosey onto shelves March 3 and 6, 2007 in Christian and general market stores respectively.

In the past, Hollywood hotshots such as Cecil B. DeMille and Dreamworks have told the story of Moses, but we reckon you've never seen it as a western ... until now! VeggieTales brings a new sense of creativity and humor to this well-known story as they offer children a fun and memorable way to learn the importance of following directions.

### **Synopsis:**

*Moe and the Big Exit* tells the story of Moe, a cowboy living high on the hog out in Dodgeball City while his kinfolk work their fingers to the bone digging the Grand Canyon. But when Moe asks the heartless Mayor to let his people go, he refuses and a heap of trouble comes riding into town. Can Moe help free his people from bondage and flee Dodgeball once and for all? Saddle up for a rootin' tootin' adventure as VeggieTales heads west to tell one of the greatest stories of all time.

"We are excited to share the story of Moses with a Veggie twist," states Greg Fritz, Big Idea's Marketing VP. "It's a much anticipated release with a western flair and teaches a compelling life lesson in following directions. Parents and kids should love it!"

*Moe and the Big Exit* includes a brand new silly song entitled "A Mess Down In Egypt," performed by VeggieTales' fab four, The Boyz in the Sink.

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### **Bonus Features:**

- \* Why we do it -- insight from the creators on the lesson taught
- \* Making a Western Moe -- an energetic behind-the-scenes look at the creation of Moe including interviews with kids and parents!
- \* Real Western Cowboy
- \* Art Gallery and Commentary
- \* Studio Commentary
- \* Video Trivia
- \* Boyz Sing Along
- \* Ballad of Little Joe Storybook
- \* Bible Reference -- interactive pages provide a closer look at the story of Moses
- \* How to draw Moe and Zippy
- \* Western Duds Game
- \* Easter Eggs
- \* Discussion Guide
- \* Sneak peek look at The Pirates Who Don't Do Anything -- A VeggieTales Movie!

### **About Big Idea, Inc.**

Big Idea, Inc., a subsidiary of Classic Media, is committed to providing entertaining stories that help parents teach children important life lessons in a delightfully wacky way. Big Idea is best known for its award-winning VeggieTales animated series, which has sold over 50 million videos and seven million albums of chart-topping audio since 1993. In addition to extending the property into licensing, publishing and live entertainment arenas, the company released its first-ever feature film, *Jonah -- A VeggieTales Movie*, in 2002. Big Idea is currently in production on its second feature film, *The Pirates Who Don't Do Anything -- A VeggieTales Movie*, to be released by Universal Studios in Spring 2008. Big Idea is recognized as the leading producer and creator of values-based product reflecting a Judeo-Christian worldview in the family entertainment industry. For more information on Big Idea, visit [BigIdea.com](http://BigIdea.com).

### ***VeggieTales: Moe and the Big Exit***

Not Rated 52 minutes Color Stereo Close-Captioned  
Dolby 5.1 Surround Sound  
English and Spanish subtitles  
DVD UPC Code: 820413108694  
\$14.99 SRP

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