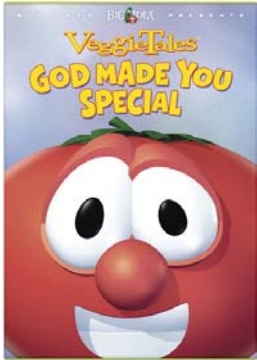




FOR IMMEDIATE RELEASE:



**BIG IDEA, INC. RELEASES NEW LANDMARK COLLECTION
FEATURING FOUR STORIES ON ONE DVD**

GOD MADE YOU SPECIAL

Available August 11, 2007

Includes All-New Story and Three VeggieTales Classics

FRANKLIN, TN (June 15, 2007) – Big Idea, Inc., creators of the best-selling VeggieTales children’s video series, welcomes a new DVD to their popular faith-based kids’ brand – **VeggieTales God Made You Special**. With 75 minutes of running time and an SRP of \$14.99, this DVD collection releases nationwide August 11 and 14, 2007 in Christian and general market stores respectively.

Featuring the all-new adventure “*Bob’s Vacation*,” three classic VeggieTales stories and two Silly Songs, this fun-filled collection will help kids understand that they are unique and special just the way God made them.

“For 14 years, Big Idea has been helping kids to understand that God made them special, and He loves them very much,” says Greg Fritz, Big Idea Senior Vice President of Marketing. “This group of zany stories brings that inspiring message together on one DVD for the first time. The show teaches a lesson that can make a difference in a child’s life – for a lifetime.”

In addition to the hilarious and heart-warming VeggieTales content, the DVD is jam-packed with bonus features, including several personal and inspirational stories from VeggieTales fans. Big Idea is also featuring many other fan stories on its website, www.bigidea.com.

God Made You Special Synopsis

In this landmark collection of stories, Bob, Larry and all of their VeggieTales friends help kids to understand that they are special just the way God made them!

- **“Bob’s Vacation”** begins with a misunderstanding with Larry the Cucumber that brings Bob down and threatens to ruin his vacation – and perhaps even their friendship. Watch how Bob discovers that he was created with unique qualities from God that make him special in this brand new adventure based on Psalm 139:13.
- **“Dave and the Giant Pickle,”** is the heroic story of David & Goliath with a Veggie-twist in which a shepherd boy realizes that “little guys can do big things, too.”
- **“The Gourds Must Be Crazy,”** is a hilarious outer-space adventure that helps the Veggies learn to appreciate the differences in others.
- **“A Snoodle’s Tale”** is a heart-warming story about a self-conscious Snoodle who lets the opinions of others bring him down until he that realizes that the way God sees him is the only thing that really matters.

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Bonus Features

- Fan Stories
- Family Activity
- Trivia and Games
- Sing Along Songs
- How To Draw Veggie Characters
- Interactive Storybook
- Easter Eggs and Bonus Clips

About Big Idea, Inc.

Big Idea, Inc., an Entertainment Rights group company, 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 an extensive presence in the licensing, publishing and live entertainment arenas, 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 early 2008. Big Idea's *VeggieTales*, *321 Penguins!* and *LarryBoy Adventures* made their television debut in September 2006. The three properties are seen weekly on NBC, ION and Telemundo as part of the new "qubo" children's programming block. 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 www.bigidea.com.

VeggieTales: God Made You Special

Not Rated 75 minutes Color Stereo Close-Captioned

Dolby 5.1 Surround Sound

English and Spanish subtitles

DVD UPC Code: 820413109790

\$14.99 SRP

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