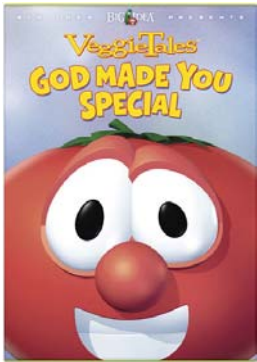




FOR IMMEDIATE RELEASE:



BIG IDEA, INC. LAUNCHES AGGRESSIVE MARKETING AND PROMOTIONS CAMPAIGN WITH THE RELEASE OF NEW LANDMARK COLLECTION

GOD MADE YOU SPECIAL

Available August 11, 2007

DVD Launch Supported by First-Time Partnership with Desert Glory Nature Sweet Tomatoes

FRANKLIN, TN (June 19, 2007) – Big Idea, Inc., home to VeggieTales, the world’s most popular faith-based kids brand, announces the upcoming release of *God Made You Special*, a landmark collection of four delightful VeggieTales stories all on one DVD. 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.

God Made You Special will be supported by a far-reaching marketing and promotions campaign that will target both the Christian and general markets. In addition to extensive grassroots promotions along with print, radio, Internet, retailer, and billboard advertising, Big Idea, Inc. will partner with Desert Glory Nature Sweet Vine Ripened Tomatoes for the first time.

“We are delighted to present this landmark collection inspired by our well-known and much loved tagline ‘God made you special, and He loves you very much,’” says Big Idea Senior VP of Marketing Greg Fritz. “And as part of our extensive marketing and promotional campaign, we are pleased to announce the exciting new partnership with Nature Sweet.”



“We are thrilled to partner with VeggieTales on the release of *God Made You Special*,” says Desert Glory Marketing Director Kathryn Ault. “There is a natural connection between our two companies, as we each serve families with a product that promotes a healthy lifestyle, growth and overall well being.”

Nature Sweet will run a special cross-promotion on five million Nature Sweet Tomato packages beginning this August. Each package will feature a \$3 mail-in-rebate offer with the purchase of the *God Made You Special* DVD and one Nature Sweet Tomato package. Account-specific IRC offers are also planned, resulting in one free package of tomatoes with the purchase of the *God Made You Special* DVD.

CBA Exclusives!

Big Idea is offering Christian retailers exclusive pre-sale promotional opportunities. Consumers who pre-purchase the *God Made You Special* DVD will receive a free VeggieTales “God Made Me Special” or “God Loves Me Very Much” mug available August 11. Consumers will also receive one of these free mugs as a gift when they buy the DVD or companion CD for *God Made You Special* during the first month of release. The promotion will run through September 15 or while quantities last.

Furthermore, Big Idea’s 4,100-member street team, known as the Ambassadors, will support the title through community-based promotions. Additionally, more than 2000 churches will utilize God Made You Special outreach materials, including an activity guide, teaching notes, games and activities.

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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. 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

- “***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.

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

Companion CD UPC Code: 820413506322 \$10.99 SRP

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For more information, interviews, images, etc., contact: Maureen Hoganson, Hoganson Media Relations, 615-459-9870, MaureenHoganson@Comcast.net.