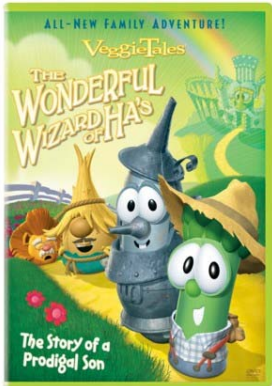




FOR IMMEDIATE RELEASE:



**BIG IDEA, INC. PROCLAIMS THERE'S NO PLACE LIKE HOME
IN HIGHLY ANTICIPATED NEW RELEASE**

VEGGIETALES®: THE WONDERFUL WIZARD OF HA'S

Available on DVD October 6, 2007

***Launch Supported By Extensive National Marketing & Promotions
Campaign Including Returning Partners Chick-fil-A® and Braum's***

FRANKLIN, TN (August 24, 2007) – Cucumbers and asparagus and gourd! Oh my! Get ready to be caught up in a tornado of laughter and song as Big Idea, Inc. presents your favorite Veggie pals in the all-new family adventure, ***VeggieTales: The Wonderful Wizard of Ha's***, the story of a prodigal son.

Written by VeggieTales creator Phil Vischer, Big Idea presents a classic Veggie-twist on a much-loved classic family film *The Wizard of Oz* that reminds everyone there's no place like home. Through creative re-telling of one of the most recognized Bible stories of all time — the story of the prodigal son – *Ha's* delivers a compelling lesson in understanding forgiveness. The DVD includes a new Silly-Song "Monkey" and a collection of family friendly bonus features, including Mr. Lunt singing "Over the Rainbow." Priced at \$14.99 SRP, the adventure reaches stores October 6 and 9, 2007 in Christian and general market stores respectively. The video is available from Word Distribution in the Christian market and from Warner Home Video in the general market.

"The biblical story of the prodigal son has a lesson every child needs to hear," states Phil Vischer. "*The Wizard of Oz* turned out to be the perfect framework to communicate that message in a really entertaining way." Terry Pefanis, Big Idea's COO continues, "Phil has written a funny, clever and moving story that will connect with families everywhere and encourage many with the concept of unconditional love and forgiveness."

Synopsis: Follow Darby to the Wonderful Land of Ha's!

Meet Darby, the son of a Kansas floss farmer, who just wants to have fun. When he learns about the Wonderful Land of Ha's and its mysterious Wizard who makes dreams come true, Darby is determined to go –even against his father's wishes.

Along the way to Ha's, Darby meets a bored scarecrow, a tin man who wants to ride roller coasters, and a lion that craves cotton candy. Each with their own dreams, they join together and set off to see the Wizard.

But when Darby reaches Ha's, will he find all he's searching for...and at what price? Will it be worth everything he has given up – his home back on the farm? His father's love? Harvesting floss? Find out in an enchanting family adventure that reminds kids everywhere that there's nothing like forgiveness and there's no place like home.

MARKETING SUPPORT

VeggieTales: The Wonderful Wizard of Ha's is supported by an extensive national marketing and promotions campaign targeting both the Christian and general consumer markets, including:

Braum's

Returning partner Braum's will feature *The Wonderful Wizard of Ha's*-themed kid's meals that include a toy, meal bag and \$2.00 savings coupon. The program will run in more than 275 Braum's locations.

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Chick-fil-A will partner with *VeggieTales* for *The Wonderful Wizard of Ha's*-themed Family Fun Night Events at approximately 600+ Chick-fil-A restaurants. The DVD will be promoted via in-store posters, table tents, coloring pages, kid's activity sheets, stickers and DVD giveaways.

CBA Exclusives — The Wonderful Wizard of Ha's Spectaculars

With the launch of *The Wonderful Wizard of Ha's*, Big Idea is providing "VeggieTales Spectacular" materials. Spectaculars are "events in a box" that allow CBA retailers to hold a themed in-store event in support of the new *Ha's* release. Spectacular promotional materials for *The Wonderful Wizard of Ha's* include an activity guide, posters, bag stuffers, balloons and event disc, as well as postcards, tickets and other promotional items - all available through Word Distribution.

CBA Exclusive – Pre-sale & Free Gift with Purchase!

Big Idea is offering CBA retailers the opportunity to participate in an exclusive 12-week pre-sale/free gift with purchase campaign. Consumers who pre-purchase *The Wonderful Wizard of Ha's* DVD or buy the DVD during the first month of release will receive a free VeggieTales Collector's Plate available in stores October 6. The promotion will run through November 10 or while supplies last.

Grassroots Marketing and Events

2500+ churches will host Family Fun Events featuring a premiere screening of *The Wonderful Wizard of Ha's*. \$2.00 savings coupons will be distributed at these events, driving consumers into retail outlets to purchase the *Ha's* DVD. In addition, Big Idea's 4,000-member street team will support the title through community-based promotions and promotional kits.

National TV, Print and On-line Campaign

A far-reaching advertising campaign will promote *Ha's* via national TV; high-profile parenting and family publications, including *Woman's Day*, *Family Fun*, *Parenting*, *Today's Christian Woman*, *American Profile*, and others; and family-friendly websites; as well as theatre audio and slide shows.

National Radio Promotions: "Delilah"

A campaign on nationally syndicated radio show "Delilah," will bring *The Wonderful Wizard of Ha's* to more than 200 markets through on-air interviews, on-line content, advertising spots and promotional giveaways. Additionally, Christian radio stations nationwide and select AC and Country stations in top 25 markets will promote *Ha's*.

Bonus Features

- *Music and Video*: New Silly Song Sing-Along "Monkey," Mr. Lunt sings "Over the Rainbow," Bonus Clips
- *Behind the Scenes*: Making the Land of Ha's, Studio Commentary, Art Gallery and Commentary
- *Interactive Family Activities*: Harvest Time Family Activity, Video Trivia, Interactive Storybook, Discussion Guide, Why We Do It
- *Fun Games*: Munchieland Peas Game, How to Draw, Easter Eggs, DVD-Rom Fun

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 Pictures this winter. Big Idea's "VeggieTales," "321 Penguins!" and "LarryBoy Adventures" are the top-rated series on the "qubo" Saturday morning programming block, which currently airs on NBC, Telemundo and ION and reaches 115+ million American homes. 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: The Wonderful Wizard of Ha's

Not Rated, 47 minutes, Color, Stereo, Close-Captioned

Dolby 5.1 Surround Sound

English and Spanish subtitles

DVD UPC Code: 820413110390

\$14.99 SRP

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