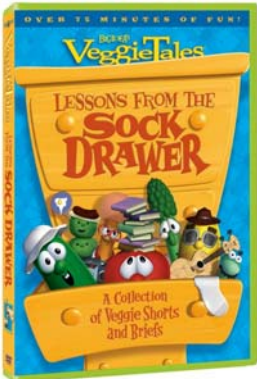




FOR IMMEDIATE RELEASE:



OVERFLOWING WITH LESSONS AND LAUGHTER  
BIG IDEA, INC. PRESENTS HIGHLY ANTICIPATED NEW RELEASE  
**VEGGIETALES®: LESSONS FROM THE SOCK DRAWER**  
**A Collection of Veggie Shorts and Briefs**

Available on DVD May 3, 2008

***Launch Supported By Extensive Advertising, Marketing  
Campaign Targeting Moms***

FRANKLIN, TN (April 4, 2008) – Straight from the “Veggie Vault” and into stores this May, Big Idea, Inc., an Entertainment Rights group company, presents ***VeggieTales: Lessons From The Sock Drawer—A Collection of Veggie Shorts and Briefs***. As the first VeggieTales’ video release since the critically acclaimed feature film, *The Pirates Who Don’t Do Anything™—A VeggieTales Movie*, hit the big screen this winter, this highly anticipated, fun-filled collection includes 15 irresistible video shorts together on one DVD for the first time. With over 75 minutes of heartwarming lessons and laughter, plenty of family-friendly bonus features and an SRP of \$14.99, *VeggieTales: Lessons From The Sock Drawer* releases nationwide May 3 and May 6, 2008 in Christian and general market stores respectively. The product and related merchandising materials are available in the CBA market through Word Distribution and in the GM market through Genius Products.

“We are delighted to offer this unique collection of VeggieTales favorites for the first time together on DVD,” says Big Idea Senior Vice President of Marketing Greg Fritz. “We’ve chosen some of the best-loved Veggie moments of all time and woven them together to create a brand new collection that illustrates to kids the importance of a happy heart and a cheerful mind based on Proverbs 17:22.”

**Synopsis: VeggieTales: Lessons From The Sock Drawer**

When Edmund Storch’s pet hamster disappears after he accidentally leaves the top off of its cage, he writes to Bob and Larry asking for advice. While Bob feels like there’s no lesson to teach Edmund, Larry digs deep into the “Veggie Vault” to find a solution. But what is the “Veggie Vault” and why does Larry hide it in his sock drawer? And how did a sock puppet and a story-telling donkey get in there, too?

Highlighted video shorts include: “Dr. Jiggle and Mr. Sly,” “Larry’s Lagoon,” “Omelet,” “Going Up,” “The Englishman Who Went Up a Hill,” and many more. Each short story is cleverly woven together by brand new animated clips, and the DVD includes an all-new opening and closing. As an extra special bonus feature, fans will find never-before-on-DVD video shorts, which until now have only been seen on TV as part of the top-rated *qubo®* children’s programming block, on NBC Saturday mornings.

**Bonus Features**

- *A Brief History of the Shorts*
- *Fun Games: How to Draw Paco, DVD-Rom Fun*
- Sing-Along “Larry’s High Silk Hat,” a current favorite on [www.YouTube.com](http://www.YouTube.com)
- *Hilarious Bonus Clips from TV: “Archie’s Oddities,” “Paco’s Stories,” “Pa Grape’s Home Movies”*

**MARKETING SUPPORT**

In support of *VeggieTales: Lessons From The Sock Drawer—A Collection of Veggie Shorts and Briefs*, Big Idea, Inc. will launch an extensive advertising and marketing campaign targeting moms in both the Christian and general consumer markets, including:

-more-

### **Retail Campaigns**

**Chuck E. Cheese's®** will feature sing-along favorite, "Larry's High Silk Hat," on a video loop at over 500 locations nationwide.

### **CBA Exclusive – Free Gift with Purchase!**

Big Idea is offering CBA retailers the opportunity to participate in a "free gift with purchase" campaign. Consumers who purchase the *VeggieTales: Lessons From The Sock Drawer* DVD will receive a free VeggieTales CD, *Songs from the Sock Drawer: A Collection of Toe-Tapping Tunes* at the time of purchase. Featuring best-loved VeggieTales songs, this special promotion will run through June 15 or while supplies last.

Furthermore, there will be a \$3.00 mail-in rebate offer inside the DVD redeemable when consumers purchase both the *VeggieTales: Greatest Hits* CD and *VeggieTales: Lessons From The Sock Drawer* DVD.

### **National Print and Online Campaign**

A far-reaching advertising campaign will promote *VeggieTales: Lessons From The Sock Drawer* via high-profile parenting and family publications, including: *Family Fun*, *Wondertime*, *Focus on the Family*, *Today's Christian Woman*, and *Scholastic Parent & Child*. An aggressive online advertising campaign will also promote the new title on family-friendly websites.

Additionally, Big Idea will launch a comprehensive e-blast campaign targeting moms through Mothers of Preschoolers (MOPS,) American Family Association, Focus on the Family and Bible.com. Advanced sneak peeks of footage from *VeggieTales: Lessons From the Sock Drawer* will also be featured on the extremely popular video-sharing websites [www.YouTube.com](http://www.YouTube.com) and [www.GodTube.com](http://www.GodTube.com).

### **National Radio Promotions**

In addition to extensive print, Internet and retailer advertising, Big Idea will support *VeggieTales: Lessons From The Sock Drawer* with a national Christian radio campaign featuring advertising and promotions on major networks such as American Family Radio, Calvary Satellite Network, HIS Radio, K-LOVE, Salem Radio Network, Solid Gospel and WAY-FM.

**K-LOVE**, a top Adult Contemporary Christian music radio network comprised of over 200 stations nationwide, will further promote *VeggieTales: Lessons From The Sock Drawer* through a special campaign on-air, as well as online. Listeners will have the opportunity to win the DVD through on-air promotional giveaways or by registering to win the DVD at [www.klove.com](http://www.klove.com) as an exclusive K-LOVE "INSIDER" member.

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

Big Idea, Inc., an Entertainment Rights group company, is the leading faith-based studio and producer of children's and family programming, characters and brands. Since 1993, Big Idea's best-selling animated series *VeggieTales®* has sold 52+ million books and 7+ million albums. *VeggieTales®* and Big Idea's newest property, *3-2-1 Penguins!*<sup>TM</sup>, are in their second season as the top-rated series on NBC Saturday mornings, Telemundo and ION TV via the *qubo®* children's programming block. The studio's two theatrical releases, *Jonah-A VeggieTales Movie®* (2002), and Universal Pictures' and Big Idea's *The Pirates Who Don't Do Anything™-A VeggieTales Movie®* (2008), are distinguished among the top ten most successful faith-based films of all time. Big Idea also maintains an extensive presence in publishing, licensing and live entertainment arenas. For more information on Big Idea, visit: [www.bigidea.com](http://www.bigidea.com).

### ***VeggieTales: Lessons From The Sock Drawer—A Collection of Veggie Shorts and Briefs***

*Not Rated, 79 minutes, Color, Stereo, Close-Captioned*

Dolby 5.1 Surround Sound

English and Spanish subtitles

DVD UPC Code: 820413111694

\$14.99 SRP

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