



FOR IMMEDIATE RELEASE:



**BUCKLE UP FOR AN INTERPLANETARY ADVENTURE  
AS BIG IDEA BLASTS OFF WITH THE BRAND NEW**

**3-2-1 Penguins!®: Save The Planets!™**

**DVD Lands in stores August 30, 2008**

***Launch Supported By Extensive National Marketing & Promotions  
Campaign Including Partners: Applebee's, Chick-fil-A,  
Chuck E. Cheese's, Litehouse Food, Nathan's Famous***

FRANKLIN, TN (July 22, 2008) – It's Zidgel, Midgel, Fidgel and Kevin to the rescue in **3-2-1 Penguins!®: Save The Planets!™**, an all-new out-of-this-world adventure from Big Idea, Inc., an Entertainment Rights group company. Big Idea's beloved flock of flightless fowl is back in action with 3 exciting new episodes on one DVD for the first time! Loaded with lots of family-friendly bonus features, this brand-new DVD lands in Christian and general market stores August 30 and September 2, 2008 respectively. Priced at \$14.99 SRP, the product and related merchandise are available in the CBA market through Word Distribution and in the general market through Genius Products.

Produced by Big Idea, the creators of the award-winning VeggieTales® series, *3-2-1 Penguins!* follows the galactic adventures of two young kids and four space-traveling penguins dedicated to responding to distress calls from across the galaxy and learning important life lessons and values along the way.

"We are delighted to present these hilarious new episodes on DVD for the first time," says Greg Fritz, SVP Marketing & Licensing, Big Idea. "With the newfound popularity of *3-2-1 Penguins!* since its increased television exposure, we felt that this was an opportune time to launch these new episodes on DVD."

*3-2-1 Penguins!: Save The Planets!* is part of the highly successful *3-2-1 Penguins!* series, which has sold 1.5 million videos to date and has captured audiences everywhere as one of the top rated shows on "QUBO" airing weekly on NBC, ION and Telemundo. Combining faith, fun and flightless birds, *3-2-1 Penguins!: Save The Planets!* features standout episodes "The Green-Eyed Monster," "More is More," and "Give and Let Give."

#### **Synopsis:**

Join Zidgel, Midgel, Fidgel and Kevin as they save the inhabitants of planets across the galaxy while learning lessons in contentment, sharing and over-indulgence. Buckle up for an intergalactic adventure like never before!

#### **MARKETING SUPPORT**

***3-2-1 Penguins!: Save The Planets!*** is supported by a far-reaching marketing and promotions campaign targeting both the Christian and general consumer markets, including:

#### **Applebee's**

Returning partner Applebee's will support the new DVD through their national kid's menu program with 6 million 8-page activity booklets placed in nearly 2,000 restaurant locations, along with dedicated on-line presence on [www.Applebees.com](http://www.Applebees.com) this September through November.

#### **Chick-fil-A**

As part of the special VeggieTales Family Night events held during the first two weeks of September, Chick-fil-A will include *3-2-1 Penguins!* on table tents, coloring sheets, activity pages and coupons in roughly 400 locations nationwide.

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### **Chuck E. Cheese's®**

Chuck E. Cheese's® will feature sneak peeks of the new *3-2-1 Penguins!: Save The Planets! DVD* on a video loop at 500 locations nationwide.

### **Litehouse Foods**

For the first time, Litehouse Foods, a family-owned business for 50 years and one of the largest producers of refrigerated dressings and dips in the world, will partner with Big Idea by promoting the *3-2-1 Penguins!: Save The Planets! DVD*. A special mail-in rebate offer will be found on 2.5 million packages of Litehouse Caramel Dip and in 50,000 Penguins themed activity booklets at retail. Consumers who purchase the *Save The Planets! DVD* and Litehouse Caramel Dip can receive a \$3.00 mail-in rebate with proof of purchase. Additionally, select participating grocery stores nationwide will give consumers a free caramel dip when they purchase the DVD.

### **Nathan's Famous**

New promotional partner Nathan's Famous, best known for their world famous hot dogs, will promote the DVD with signage as featured on the menu translite and counter card at participating locations nationwide. Furthermore, consumers will find a \$2.00 off coupon for the *Save The Planets! DVD* inside all specially marked Nathan's kid's meal bags, as part of a special Penguins themed kid's meal toy premium promotion to go along with the activity surrounding the DVD release.

### **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 buy the *Save The Planets! DVD* will receive a free set of collectible bouncy balls at the time of purchase. This special CBA promotion will run while supplies last.

### **Grassroots Marketing and Events**

Over 2000 Family Fun screenings, reaching approximately 450,000 fans, are planned in churches throughout the U.S. Big Idea's 3700-member Ambassador street team will also promote the new release in their local communities by distributing activity and “coming soon” posters, coloring and activity sheets and coupons. Other efforts involve direct to church mailings and e-blasts, and advertising in *Outreach* and *Children's Ministry Magazine*.

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

A far-reaching advertising campaign will promote *3-2-1 Penguins!: Save The Planets!* via high-profile parenting and family publications, including: *Wondertime*, *Family Fun*, *MomSense*, *Today's Christian Woman*, *American Profile* and others. An aggressive online advertising campaign will also promote the new title on family-friendly websites through comprehensive online media buys, banner ads, contest and Internet PR campaigns.

Additionally, Big Idea will launch a comprehensive e-blast campaign targeting moms through Mothers of Preschoolers (MOPS,) American Family Association, and Focus on the Family. Advanced sneak peeks of *3-2-1 Penguins!: Save The Planets!* 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).

*3-2-1 Penguins!: Save The Planets!* will be a featured title at [www.bigidea.com](http://www.bigidea.com) beginning in August. The DVD will also be heavily promoted to the 200,000+ member Big Idea fan base with special “Enter to Win” opportunities and access to other downloadable materials.

### **In-Theater Advertising**

Big Idea will place on-screen ads on 1,300 screens and trailers on 1,200 digital screens in theaters nationwide this August through September.

### **National Radio Promotions**

In addition to extensive print, Internet and retailer advertising, Big Idea will implement a national Christian and General Market radio campaign featuring ads and “Win it before you buy it” promotions. A campaign on the nationally syndicated radio show, “Delilah,” will bring *3-2-1 Penguins!: Save The Planets!* to more than 200 markets in the U.S. through promotional ads and giveaways.

**Bonus Features**

- *Pearls of Wisdom*
- *Make Your Own Planet*
- *Animation Progression*
- Video Trivia
- Studio Commentary
- Discussion Guide
- *Fun Games*: How to Draw Kevin and Chancellor Gutt, DVD-Rom Fun

**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 videos, 13 million books. *VeggieTales®* and Big Idea's newest property, *3-2-1 Penguins!®*, 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).

**3-2-1 Penguins!®: Save The Planets!**

*Not Rated, 66 minutes, Color, Stereo, Close-Captioned*

Dolby 5.1 Surround Sound

English and Spanish subtitles

DVD UPC Code: 820413201197

\$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).

For radio promotional information and giveaways, contact Joe Silvey at Renaissance Communications, 201-847-1292, [jsilvey@renn.com](mailto:jsilvey@renn.com).