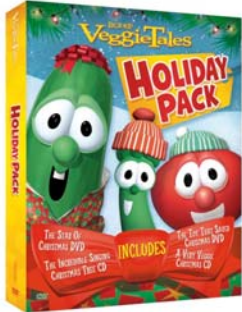




FOR IMMEDIATE RELEASE:

Celebrate Christmas with VeggieTales!



VeggieTales®: Holiday Pack Arrives in Stores October 7, 2008

Two Great Shows, 29 Songs, Over Two Hours of Fun!

Featuring Best Selling Titles *The Toy That Saved Christmas* and *The Star of Christmas* on DVD Plus *The Incredible Singing Christmas Tree* and *A Very Veggie Christmas* on CD!

FRANKLIN, TN (September 5, 2008) – Big Idea delivers veggie-cheer to the entire family this Christmas with the **VeggieTales®: Holiday Pack!** Together for the first time in one collectible package, two of the most beloved and best selling VeggieTales holiday classics on DVD, *The Toy That Saved Christmas* and *The Star of Christmas*, are combined with perennial music favorites *The Incredible Singing Christmas Tree* and *A Very Veggie Christmas* on CD. Featuring two timeless Christmas stories, 29 songs and over two hours of festive fun, the **VeggieTales®: Holiday Pack** is an exceptional value priced at \$24.99 SRP and is available October 7 in the Christian retail market through Word Distribution and in the general market through Genius Products.

As part of Big Idea's special holiday season marketing campaign, all four Christmas titles will also be sold simultaneously at stocking stuffer prices. *A Very Veggie Christmas* CD, which has now been repackaged with a fresh new look, will be available for \$6.99 SRP, and *The Incredible Singing Christmas Tree* will be sold for only \$10.99. The "evergreen" DVD titles, *The Toy That Saved Christmas* and *The Star of Christmas*, will be bargain priced at \$9.99 each.

The Toy That Saved Christmas originally released in 1996, while *The Star of Christmas* released in 2002. Collectively, the DVD titles have sold nearly 4.5 million units. The combined DVD and CD sales of all four holiday titles have sold well over 5 million units to date.

"The *Holiday Pack* contains all of our best loved Christmas titles in one package," says Greg Fritz, SVP Marketing & Licensing, Big Idea. "These heart-warming stories and songs celebrate the wonder of Christmas and teach important lessons in giving and God's love in a unique way that children can understand and parents can appreciate--an especially timely message during the busy holiday season."

MARKETING SUPPORT

The **VeggieTales®: Holiday Pack** and other related product releases will be supported through a far-reaching nationwide marketing and retail campaign targeting the CBA market, including:

Retail Support

At retail, Big Idea will offer their Christmas Shopping Guide exclusively to all CBA retailers with an estimated printing of nearly 300,000 copies. This 8-page guide is filled with top-selling DVDs, CDs, toys, games and apparel from both VeggieTales® and 3-2-1 Penguins!®, in addition to coupons for instant savings off the newest product releases. These special shopping guides are offered to retailers when they order their holiday products through Word Distribution. The shopping guides are perfect for in-store handouts, bag stuffers, inserts to retail advertising mailings and newspaper inserts.

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Radio Promotions

Big Idea's national radio campaign includes on-air promotions, holiday contests and product giveaways in the top 20 markets. Additionally, the *Holiday Pack* and other seasonal products will be supported by spot buys and online contests this Thanksgiving through Christmas on nationally syndicated radio show, "Delilah," with over seven million listeners.

Online Campaign

Big Idea will implement extensive website promotions on www.bigidea.com, which garners approximately 175,000 unique visitors per month. Beginning in November, a targeted HTML email campaign to the 200,000+ member Big Idea fan base will promote the holiday titles with "Enter to Win" contest opportunities and access to downloadable materials.

SYNOPSIS'

The Toy That Saved Christmas

With the children of Dinkletown whining and begging for more toys from Mr. Nezzler's Toy Factory, it's sure to be the worst Christmas ever...until one brave little Buzz-Saw Louie doll decides to take matters into his own hands! It's a delightful holiday adventure the whole family will enjoy!

The Star of Christmas

Burgeoning playwrights Cavis Appythart and Millward Phelps (Bob and Larry) are putting the finishing touches on their first Christmas musical – "The Princess and the Plumber." Unfortunately, little Edmund's (Junior Asparagus) Christmas pageant is scheduled for the same night. Which will London turn out to see? Find out in this classic new look at the one Christmas story that really can teach us to love each other.

A Very Veggie Christmas

Join the VeggieTales Christmas party at Bob the Tomato's house and listen to some very Veggie performances of 13 classic and hilarious holiday songs!

The Incredible Singing Christmas Tree

The Veggies deliver 16 songs just right for the holidays as they sing their hearts out to win the one very special spot reserved for the star at the top of the singing Christmas tree.

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 and 7 over million CDs. *VeggieTales*® and Big Idea's newest property, *3-2-1 Penguins!*®, are in their second season as 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.

VeggieTales*®: *Holiday Pack

Not Rated, DVD Running Time: Approx. 75 minutes; CD Running Time: Approx. 95 minutes,

Color, Stereo, Close-Captioned, Dolby 5.1 Surround Sound, English Subtitles

Holiday Pack UPC Code: 820413112394 \$24.99 SRP

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